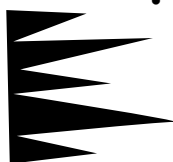


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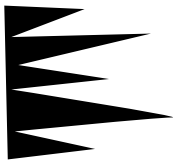


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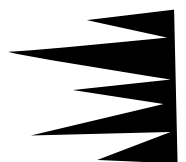
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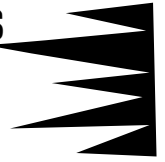
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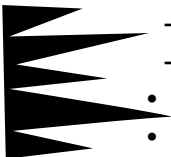
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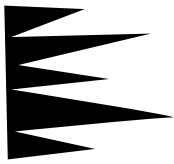
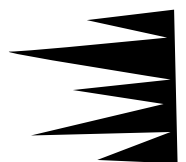
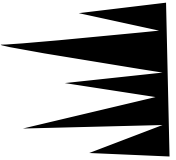


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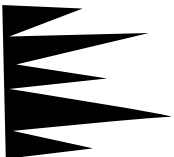


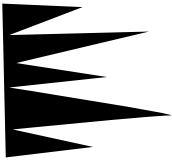
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The ***USAF Community Center Event Manual*** was made possible by the hard work and efforts of our Manual Task Force and our Services staff. These talented individuals include:

Task Force

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Production Team

Content and production of the Manual is was done by Betsy Wiersma, CSEP, Creative Event Development, Denver, CO, and her network of industry leaders including:

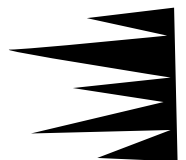
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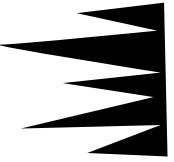
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Printing was done by Print Communications Inc., Indianapolis, IN.





Overview

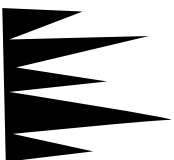
The USAF Community Centers want to increase their service to their target audiences and their overall value to the community. They want to support the overall Air Force vision to focus on building a sense of community and creating ways for people to connect with one another. To create new excitement and meet these goals, the USAF Community Centers have created this Event Manual. This Manual will serve as a resource to Center staff to help them fulfill Center standards and to position them as a hub of activities.

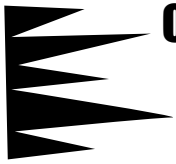
This Manual has been written in an easy-to-use format with turn-key events as well as overall tips and planning forms. The three-ring-binder format will be flexible to accommodate additional promotions and events in the future.

Rationale

The Community Centers are tasked with serving singles, families, spouses, seniors, retirees, youth and special interest groups with innovative programs that increase the overall quality of life. Standards will help set the expectations for the details of this programming, with the overall vision of increasing the Center's visibility and overall role. Currently, this programming ranges from personal development and skill classes to formalized education, cultural activities, special events and just plain fun.

The creation of trademark events enhances the overall strategy by adding focus points for energy and excitement. Each event is designed to be flexible to fit workable holes in the local planning schedules, and can be conducted at the level that fits the staff availability and patron interest. Devised as annual events, each project is designed to grow and develop, adding general revenue and opportunities for corporate sponsorship.





Goals of USAF Event Programming and Tactics to Meet the Goals

Goal 1:

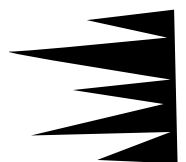
To create events and related programs that position the Community Center as the visible hub of base activities.

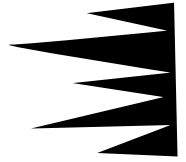
Measurements of Success

- Number of people who visit the Center to participate in activities
- Feedback about the Center and the event experience

Tactics:

- Four major events will be hosted and organized by the Community Center
- Center will be the main source for all event registration activity as well as other associated activities
- Event graphics will be upbeat and fun and will build the Community Center's brand
- Center staff will be briefed on all the event details in order to be helpful to the participants and energized for the work ahead





Goal 2:

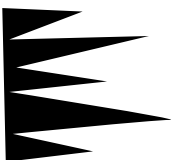
To standardize and streamline the process of event planning, focusing on sharing best practices and saving the time and energy of the staff

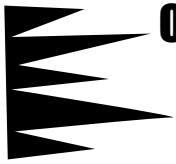
Measurements of Success

- Involvement of an Air Force Community Center Task Force to give input into planning systems and forms
- Use of the planning systems and forms by Community Center staff
- Feedback from the Community Center staff on the systems/forms
- Sharing of the best practices for recognition at the annual awards and adding them to the Manuals

Tactics:

- Create a standard format and planning process to use for each event
- Stress the simple procedure with clear communication and documentation
- Create forms that are easy to use
- Make forms usable for other events not included in the Manual





Overall Strategy

Goal 3:

To create opportunities to generate revenue for the Community Centers

Measurements of Success:

- Revenue generated from events and associated activities

Tactics:

- Include reasonable participation fees in each event or activity
- Offer ideas for additional fundraising for each event
- Include ideas for participation of corporate sponsors
- Attempt to work with Headquarters to find international corporate sponsors for events
- Share fundraising success of participating bases to document best practices

Goal 4:

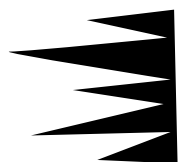
To share the ownership of the events with key contacts, worldwide and on each base, to increase support and participation

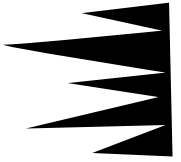
Measurements of Success:

- Participation from members of the base community and their associated organizations
- Feedback from participants
- Creation of best practices for participation

Tactics:

- Creation of task force from leaders in the Community Centers worldwide
- Solicit input from other successful Community Center events and their planners
- Include in the Manual creation of base-wide committees
- Refine committee suggestions after year one from actual field feedback





Resource Manual

This Manual will include the following tabbed sections:

1. Overall strategy for the Manual
2. General tips on event creation, planning and implementation
3. Forms and samples for planning and implementation
4. Resources to support your events
5. Event 1: Bed Race
6. Event 2: USAF Build-A-Boat Contest
7. Event 3: Give the World a Hand
8. Event 4: Let's Celebrate!

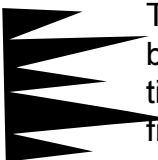
A separate zip disk of graphics will be included with the logos for each event and layouts for posters and flyers.

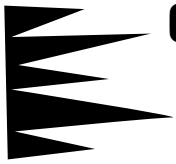
Key Elements for Each Event

Two events, the Bed Race and USAF Build-A-Boat Contest will be turn-key and each will include:

1. Suggested Event Goals and Measurements of Success
2. Space Requirements
3. Pre-prep Activities
4. Pre Event Operations Checklist
5. Supply List
6. Budgeting Guidelines
7. Revenue Generating Ideas
8. Safety Considerations
9. Proposed Event Script
10. On-site Activities
11. The Rules
12. Scoring Procedures
13. Staff and Volunteer On-site Roles
14. Promotions and Publicity Ideas
15. Problem Solving
16. Post Event Activities and Checklist
17. Event Samples
18. Frequently Asked Questions
19. Commander Briefing Notes

Two other events, Give the World a Hand and Let's Celebrate, will be presented in a format with a menu of ideas and implementation tips. These events will be developed and fine-tuned after feedback from installations.





Overall Strategy

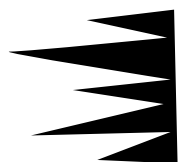
Working Committee

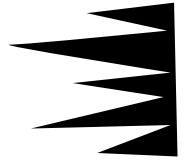
The following representatives will be suggested as committee members:

1. Community Center Director/Programmer
2. Youth Center Representative
3. Marketing/Commercial Sponsorship Representative
4. Child Development Center Representative
5. Flight Chief
6. Active Duty Representative
7. Retiree Representative
8. Business Flight Representative
9. Family Support Center Representative
10. Youth Representative (one or more)

On-Going Development and Refinement

Each participating installation will be asked to document their experience and to provide feedback to refine the systems and to create best practices. Successes will be recognized with the annual awards held each year and award-winners will be added to the overall Task Force.





General Tips on Event Creation, Planning and Implementation

At this point we want to cover the basics of event planning and management. No matter how great the ideas are, no event will be successful without meeting the desired results and having a successful planning process. Use these tips, and worksheets that follow in the next section, to refine the systems you use in planning your events and communicating your plans to key people.

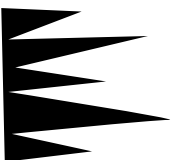
Systematizing the Approach to Program Planning and Documentation

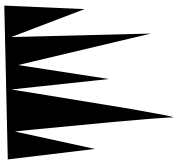
One way to save time and money is to systemize the way you approach every event or project. The basics to planning are applicable to each project and an organized approach makes it easy to involve others in working towards common goals.

To make this planning process simple, we have designed an Overall Planning Worksheet to be used as a prototype to create your own planning documents. As you can see in this worksheet (*Forms & Samples A*), the process begins with the basics of:

- Event overview including name, date, time, place, general description and event demographics
- Year founded with a brief history
- Project management details
- Documentation details

Separately we have forms for setting goals/tactics/measurements of success, determining needs, budgeting and volunteer planning. Using these worksheets leads you through the planning process we will outline in this section. As you create your own document, you will customize each worksheet to be specific to your installation.





General Tips

Setting Program Goals and Measurements

The place to begin after completing the Overall Planning Worksheet (*Forms & Samples A*) is setting specific goals, each with measurements of success. It is critical to set measurements with each goal you create. You then have a guide as you develop your plan of tactics to be used in the project.

The event or project goals are the results you plan to deliver. It is important to write goals down and to be able to communicate them clearly, for they are the building blocks of your overall success.

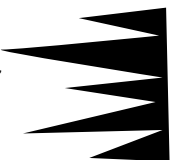
Brainstorming the Possibilities and Matching to Goals

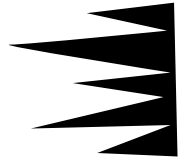
After the goals and measurements are set, it is time to get creative and brainstorm possible ideas. We call these ideas *tactics*. In the initial brainstorming process, there are no bad ideas. Use plenty of people and get a variety of viewpoints. Write each idea down on an index card. Now go back to the goals and match each tactic to a goal. Organize all tactics by the goal they support and analyze to see if the tactic is measurable. Under each goal choose the best tactics - ones that fit in your budget and can be accomplished by your staff and volunteer resources.

You now have the specific elements of your program. See *Forms & Samples B* for the Setting Goals, Measurements and Tactics Worksheet.

Developing the Budget

Once you have your tactics you can create the budget for the project. It is very important to budget for every detail, even if you expect you can get in-kind or sponsorship support. For your later evaluation, you will want to be able to see the real cost of the entire event and the full value of the sponsorships you obtain. To begin, be sure you remember everything you might need by using the Determining Event Needs Worksheet (*Forms & Samples C*). After that step is completed, you are ready to move on to the Budget Worksheet (*Forms & Samples D*).





Event Sponsorships

Finding sponsors to support your events can not only help your bottom line, but can also bring new resources and energy to your project. It is important to understand the basics of sponsorships and how they work, then to work closely within the USAF rules. It is recommended you coordinate your sponsorship efforts with your marketing/commercial sponsorship staff.

Sponsorship: Exchanging Value for Value

The basic idea behind sponsorship is exchange of value for value. Each side of the partnership has something of “value” to the other side. Both sides agree to “trade” and the sponsorship is the details of that agreement.

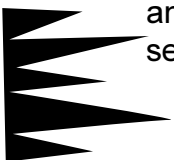
To begin the process, an event manager must audit what the event may have that has value to potential sponsors and specifically what that value could be. Examples of valuable assets of an event might be:

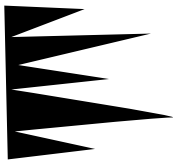
- Access and exposure to USAF personnel
- Opportunity to showcase/sell goods or services
- Logo recognition on event materials or on displays at the Community Center
- Recognition in promotions, media, posters, entry forms, etc.
- Lists of attendees for follow-up marketing and sales
- Positive association of product/service with event theme or activities

In exchange for the “value” you have in the events, you want “value” in either cash or budget-relieving in-kind support from a sponsor. The amount of the support depends on the value of the trade and is contracted in the sponsorship agreement.

Sponsorship “Turf”

Sponsors like to have “turf,” the specific area of the event they are associated with or “own.” An example might be that a sponsor would support Bed Race prizes or Bed Race volunteers. Their volunteer sponsorship would pay for the t-shirts and refreshments, and their recognition would be associated specifically with that segment, ie: volunteers sponsored by “x.”





General Tips

Another way to organize your sponsorship program is by levels. Some typical levels of involvement are:

- Presenting or title sponsor
The Bed Race sponsored by “x”
or the “x” Bed Race
- Host sponsor
The Bed Race hosted by “x”, “x” and “x”
- Supporting sponsors
Listing smaller sponsors in certain area of program, signage, etc.

Usually the presenting or title sponsors are at the top and the most expensive level and are associated with the entire event. The recognition is in the title of the event. The host can be the next level and the supporter the lowest level. Other names for sponsor levels include:

- Platinum
- Gold
- Silver
- Bronze
- Supporter

Or you can theme your levels. One example for the Bed Race would be:

- King size
- Queen size
- Twin bed
- Pillow level or Bed backers

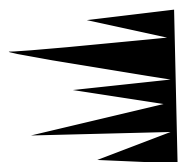
Be Specific About Benefits

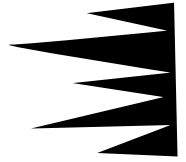
A sponsorship is a business deal and must be documented and managed in a professional way. Be very specific about every benefit. Never over promise but always over deliver!

Be realistic in your promises of attendance and participation. Contract for recognition in advertising and promotional materials that you produce, but never contract or promise media coverage. It is your responsibility to document and record every detail of the sponsor benefits and to give your sponsors an after-event report showing total benefits.

Finding Sponsors

To find sponsors, begin with organizations that are currently involved with the USAF and have a history of sponsorship participation. Again, it is critical to work closely with your commercial sponsorship and marketing professionals to properly approach these contacts.





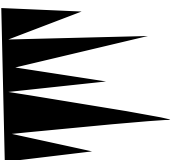
Next, look for connections through personal relationships. Join groups in the local community where you might meet owners of businesses. Participate in civic organizations and take time to make connections. Personal relationships open the doors to begin sponsorship conversations.

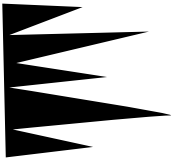
Professionally Manage the Agreements

Create written sponsorship agreements that document the specific details of the trade of value for value. Note the timing of the support and the specific responsibilities of each party. State all USAF specific rules and guidelines and include as many details as possible to cover changes in the event due to weather or other delays.

Document • Document • Document

Document every detail with your notepad and your camera. Record the ticket sales and the placement of all media coverage. Take pictures of sponsor signage and logo use. Keep copies of every advertisement and promotional piece. Record the feedback of attendees for next year. Every detail is critical in telling your story to your sponsor. Documentation is key for keeping old relationships and for making new ones in the future.





General Tips

Creating the Marketing and Promotional Plan

The marketing and promotional plan is crucial since it contains the elements that are critical to the event success. The plan might include all of the following:

- Communication tools
- Use of media
- Creative cross promotions
- Turn-key promotions

Communication Tools

The communication tools are all the things that get the word out to your targeted audiences about the event and how to participate. These materials should match in color and style and are called collateral materials or the marketing campaign materials. Such materials may include but are not limited to:

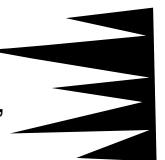
- Event logo and graphics with event name, date, time and place
- Posters, flyers, table tents, tray liners, mailers, bill stuffers
- Banners, signage, point-of-sale displays, theme decorations
- Giveaways such as buttons, hats, T-shirts, jackets
- Participation forms, tickets, prize registration forms

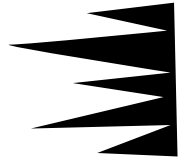
At the event you may also need other materials such as more signage, credentials, maps, programs and on-site promotional flyers. It is then critical in the planning to determine the number of each printed item, the placement of all signage and the distribution of other pieces. It is also best to use the event logo and to keep the collaterals in the color pallet.

Use of Media

It is important to meet with your local media (including print, radio and television) to see what types of partnerships you can form with them to support your event. Media is obviously a tool that can draw publicity for your event, but it can also help recruit volunteers, promote sponsors, tie in with contests and promotions and sell tickets to your event.

If you meet with your local media and they are not interesting in a sponsorship or partnership of the event, then you need to focus on press releases, buying spots or pitching stories to the news and/or local talk shows to get your audience. For more detail on this topic, see “The Public Relations/Affairs Component” later in this section.





Creative Cross Promotions

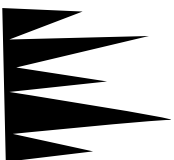
Cross promotions enable you to extend the impact of your event and give partners extra value while giving you exposure. An example of a cross promotion on the installation would be the distribution of 2-for-1 ticket coupons at the recreation or bowling center in exchange for a recreation center activity/booth at your festival or event. Cross promotions are “win-win” scenarios where both parties get something of value.

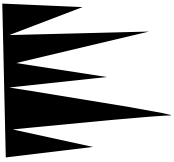
Many cross promotions are designed by sponsors to fit programs that they have running. Ask your sponsors what has worked in promotions in the past and begin there to develop your cross promotion plan.

Turn-key Promotions

Turn-key promotions are usually packages that are ready to go. You host them at your venue and add your own targeted promotions and media support. One example might be a snack company who offers a turn-key promotion for a big sporting event such as the Super Bowl. The snack sponsor might offer a package of signage, banners, games, prizes, and even the entry forms for the contests. In exchange, you agree to a minimum amount of promotion and, of course, sales of the sponsoring product or service. Like cross promotions, turn-key promotions can be a “win-win” situation as long as you meet your program goals and can follow through with the requirements of the agreements.

Work with your commercial sponsorship contact to get help on cross and turn-key promotions





General Tips

The Public Relations/Affairs Component

To complement the communications tools, the next step is to develop the publicity strategy to get the word out to as many people as possible. The good news is that coverage from publicity is “free,” although it takes hours of hard work and follow-through. Contact with outside media sources should be coordinated with the installation Public Affairs Office (PAO).

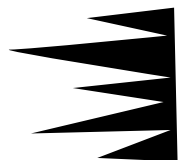
The Press Kit

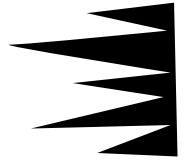
The publicity plan usually starts with a press kit. A press kit usually includes some or all of the following:

- Special letterhead with event logo, name, date(s) and point of contact (this may also include sponsor logos)
- Fact sheet with basic details, an overview and point of contact information
- Press release(s) with the event details in copy form explaining how to participate and other activities
- Reproducible black and white copy of the event logo
- Folder or container to hold the materials; envelopes to mail the folder
- General Community Center materials featuring other programs and services
- Black and white photographs of event elements, site or other details
- Business cards of the point of contact

The Services Marketing Office will be able to help you with your publicity. The press kits you create are then sent to the key contacts who determine coverage in local newspapers, magazines, radio and television. Be sure you have the correct contact (and contact name spelling) at each media outlet. Make a follow-up call to each person to ensure the information was received and to answer any questions they might have.

These follow-up calls are also a time to offer on-site press credentials and opportunities to meet celebrities and special guests. You could offer interviews with installation leadership or opportunities for special features. In *Forms & Samples* you will find a sample special event letterhead (E), a sample fact sheet (F) and sample press releases (G).





The Internet as a Publicity Tool

Since we currently are in a world where you can find just about anything on the web, you may be able to create a web site for your event. Check with your Services webmaster for details on adding your event. Here are some ideas on how you can use a website to enhance your event:

- Get the basic event information (date, time, place) out to the public
- Help recruit volunteers
- File entry forms electronically, if you have the technology to do this task
- Give sponsors added value
- Post winners after the event
- Show highlights from previous years
- Offer links to event sponsors
- Post “frequently asked questions”

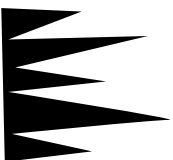
Getting the Word Out

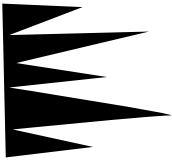
The key to having a web page is getting the word out so people know to go there. If you create a web page, be sure you put the address on every fact sheet, flyer and poster. Post the site address in the Community Center. Email a link to the site on any other emails generated by the Community Center.

Listing Your Event and Site

There are also new sites being created every day where you can list your event. Listing your event or site is valuable if you want to attract guests from outside the base.

When your site is up and ready, do a web search to determine where you want to post your event or site.





General Tips

Creating the Timeline for Action: The Action Plan

Now that you have the overview and budget done, the next critical task is to formalize an action plan. The action plan gives each activity a goal date and an assignment of who will complete the action. The action plan is usually written in chronological order by month, week and day. This plan is then used to create a timeline for planning and eventually the on-site script (discussed later in this section). The key is to communicate every action item and the critical dates for each activity whether you are two months away from or on-site at your event. A sample action plan and timeline are in *Forms & Samples H*.

Accessing Installation Support

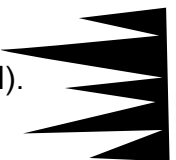
The installation has some support systems you can access for your events and programs. The main areas of support include:

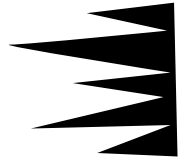
- Civil Engineers (CE)
- Security Forces (SF)
- Public Health
- AGE
- Public Affairs (PA)
- Medical Group
- Safety

Be sure to actively engage these key contacts in the planning process. Use them to create your event committees or to manage event details for the area that they represent.

Confirming Roles and Assignments

In doing the action plan, you will need to create assignments for staff, volunteers and other people on the installation who will be involved with the event. One of the most important jobs is to communicate these specific duties and the expectations of timelines, budgets and reporting systems. One idea you might want to try is to group volunteer activities into “job descriptions” or “role descriptions”. In this process, list all of the activities you need the person to do and the dates that are the key deadlines. From this information you can create a “job description” for each volunteer and key deadlines for important tasks. In the *Forms & Samples* we have included a sample Job Description Worksheet (I).





Internal Communications Plan

There are many people who need to have timely updates on your planning process. As you involve Commanders, and others in management, they definitely need to feel like they are in the know. The staff, committee and volunteers all need to know the progress.

There are many ways to communicate including:

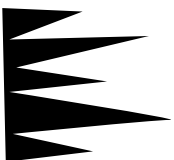
- Themed update sheets or mini-newsletters
- Themed FAX sheets
- Basic communication record forms (to record changes/ progress)
- Action lists with assignments
- Basic meeting minutes or memos

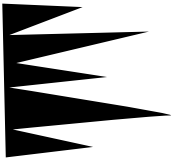
Choose the style and format that fits your needs. We have included samples of themed FAX sheets, communication records forms and action lists in the *Forms & Samples* (J, K & L).

Tips on Project Management

Everyone has their own style of project management. Here are some tips that might be helpful to add to your own management plan:

- Set all meetings at the beginning of the planning process. Try to keep the meeting time and location consistent.
- Keep meetings to one hour. Always have an agenda and keep all action steps on an Action List (see *Forms & Samples L*).
- Distribute minutes and/or action lists quickly.
- Hold people responsible for their commitments. If it's not done - don't get mad - ask for the plan to meet the goal.
- Bring refreshments to meetings to make meetings more fun (consider music).
- Increase meeting frequency as you near the event.
- Hold a final briefing for all staff, volunteers and vendors where you walk through every detail of the event and the event script.





General Tips

Working With Adults at Your Events/Competitions

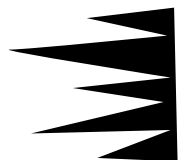
Remember: Adults are more conniving than children, more competitive than world-class athletes and more clever at cheating than your grandpa playing poker! And, to paraphrase a popular song, “Adults just want to have fun!”

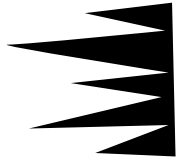
Working with Participants

- For the most part, participants are **great!** They come to events in an upbeat, positive spirit and are there to have fun.
- Most adults are very competitive. Joke around with them to loosen them up.
- Most of these events are designed for the armchair athlete, so skill is usually not a factor. Encourage those non-athletic (maybe pregnant, older or over weight) guests to get into the spirit and participate.
- On some of the events you may have to bend the rules to allow for physically challenged guests to participate.
- If you have guests with no spirit, be overly nice. Do not make them go first or be picked out of the group to be an example or a focal point.
- If you have an arguer, someone that you cannot appease, call in the event manager to assist you in calming them down.

Making the Job Easier

- Be consistent. If you are a judge and you call something once, call it all the time.
- Be fun and smile a lot. If the guests think you are having a good time, they will too.
- Don't pick on people. Some people enjoy being teased, others hate it. Use caution and learn to read your participants to get the best reactions from them.
- Listen to the MC when he/she is talking. If you're trying to explain things to participants at the same time the MC is talking, the noise level causes chaos and invariably you'll miss some important detail.
- Don't ever compromise on safety issues.
- Know your material. Ask questions before you start.
- Remember you are the leader. Gain people's respect by being firm and professional, rather than too casual or lax.
- Be energetic and enthusiastic!





The Secrets of Scripting

The script is the document that covers all event details from set up through completion. The more complete the script, the more controlled your on-site management can be. To create a script:

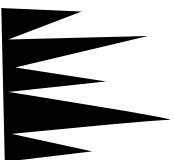
- State the event name, date, place, and times
- Begin with the names of every key contact with addresses, business phone, FAX, work phone, home phone and e-mail addresses
- Create a timeline beginning with set up. Organize a format that is easy to read and includes: time, who is responsible, activity and notes
- Record every detail - even if they are at the same time
- Script all the way through clean up
- Attach site maps, radio assignments, entertainment schedules and other important information

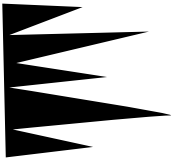
Distribute scripts to all committee, staff, volunteers and vendors as needed. At your final briefing - walk through the scripts. Answer questions and be confident that everyone understands their role and responsibilities. A sample script can be seen in *Forms & Samples M*.

At the Event Tips

The event is where everything comes together. The event is where Murphy's Law is in action and whatever can go wrong sometimes will! Here are some tips for producing the event:

- Manage by walking around. Visit your volunteers. Check your security. Talk to the vendors. Get a first-hand look.
- Use bold signage that is easy to read. Keep signs up high. Put signs everywhere including restrooms, volunteer headquarters and ticket booths.
- Provide refreshments for staff and volunteers - have plenty of water and a first aid kit with aspirin, Band-Aids and the basics
- Never forget communications - walkie talkies really help
- Be extra nice to volunteers - they are the backbone of your special event.
- Never assume anything! Check every detail. What you think you said may not have been heard. Write it all down!





General Tips

Staff Briefings and Debriefings

Briefing

Before each event the staff/volunteers must be briefed on:

- The participants specifications, including the names, ranks, job positions, reason why they are doing this event, number of participants, etc.....
- How the event is going to flow
- Their responsibilities or “job description” during the event
- Rules of each game, along with a demonstration
- General policies and procedures (smoking, eating, drinking, discipline, etc.)

The staff must be recognizable in uniform, staff sportswear or with a hat or button that stands out. The playing area must be set and ready to go and all breaks must be completed at least 30 minutes prior to the event start time. This extra time will be used to greet early guests and leave time for any last minute changes.

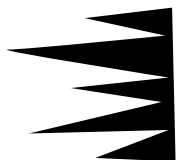
Debriefing

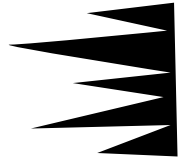
After the event area has been thoroughly cleaned and all equipment put away, the event manager must debrief the staff on the day's event. This debriefing process will be part of each event evaluation that must be completed to help improve the event for the next time. These evaluations help us improve our existing events and create new ones.

Possible topics to discuss during the debrief session:

- What did you like best about the event? Least?
- What activity do you need to redesign?
- If there was a challenging situation, discuss how it was handled. Could it have been avoided? Was there an easier way of dealing with it?
- Do you feel that you were adequately briefed on the day's event?
- What can you do differently next time?

Always point out to the staff/volunteers what a good job they did during the event. Give them as much positive feedback as possible before they leave. If the guests give you a rave review of the event, share it with your staff. Everyone works hard during the event and is exhausted by the time they finished. You want them to feel good about their experience working on your event. Praise them as much as you can and take sincere interest in their concerns.



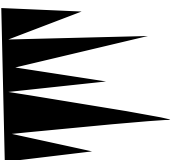


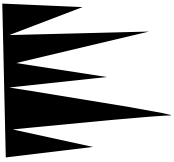
Equipment Management

Event equipment is a costly piece of operating an event. When you are in charge of an event you have become personally responsible for the equipment provided for that event. It is important that you and your team be extremely careful to protect your investment.

Here are some tips:

- Handle all equipment with care. Take caution in using the equipment to protect it from nicks, scratches and broken parts.
- Pack to minimize damage during transporting to and from the events. Take your time loading and unloading to make sure nothing gets broken or scratched.
- Before each event create a supply checklist. When unloading and reloading, use this as your guideline. Check off each piece of equipment to insure it has been returned. Lost equipment is a waste of money and can hinder the next event.
- Organize all the equipment into tubs and crates. Be sure everything that is supposed to be kept together is in the same container and well marked.
- Equipment occasionally breaks from wear and tear. If the item is non-fixable, throw it away and notify the event manager what equipment needs repair or replacement.
- Wipe off or rinse the equipment before storing. Try to bring all equipment back clean and dry.





General Tips

Working with a Master of Ceremonies

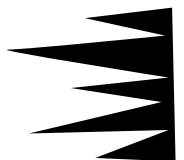
The Master of Ceremonies (MC) will be representing your organization at the event. This means that the first and biggest impression the guests will have of your event will be that of the MC. Therefore, you need to be absolutely sure the MC possesses the highest standards possible. **Some** of the desirable characteristics are as follows: dependable, creative, energetic, well-spoken, charismatic, organized, able to think on their feet, resourceful, congenial, extraverted, entertaining, insightful (able to read the crowd's mood), flexible, fun, and very comfortable at a microphone, in front of a lot of people.

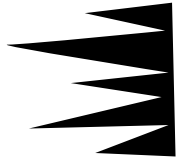
These qualities need to be **pre-existing** in those people you have chosen to be a MC. Do not hire someone for this role who does not possess a majority of these qualities.

The MC's Rules of Behavior:

The MC is in charge of making sure each and every event runs smoothly and every guest has a great experience. This can be accomplished by reminding the chosen MC of the following:

- Be positive and enthusiastic. Energy and smiles are contagious and the rest of the staff will take your lead in conveying this message.
- Do everything within reason to make your participants happy.
- Insure the safety of every guest and team member. It is impossible to have fun with a broken leg or cut hand!
- Display your creative side! Always be on the look out for new event ideas or ways to change the rules to make the event even better.
- Build trust, respect and friendship with clients, vendors, team members, installation and community representatives, and anyone else you work with on events.
- Uphold a professional image. This includes adhering to dress code policies, using proper language and performing to a high code of ethics.
- Make the best of every situation. This position requires flexibility and trying new things, which means you will make some mistakes.
- Be loyal and committed to the USAF and the Community Center. Always speak with enthusiasm and have a positive attitude about the events.
- Respect your stuff. Take care of your facilities and equipment so it will last a lifetime and make you proud.





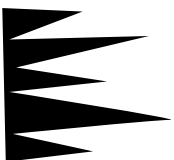
- Be educated, and be an educator. Continuously learn how to be better at your job and positively coach and teach the staff how to be better at their jobs.
- Perform with a sense of humor, charm and passion for what you do.

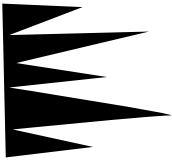
Working with Talent and Outside Vendors

Frequently you will need to contract with outside vendors to assist you in your events. Some examples of the vendors you might need are DJ's, rental companies, or sign shops. Be sure the event file contains the names, phone numbers and pertinent information of each vendor contracted for that event. This information can be recorded on the Determining Needs Worksheet (*Forms & Samples C*).

Because you are in charge of the event, your guests will usually believe all the outside vendors are members/volunteers of the USAF staff. Therefore, it is critical to your success that vendors operate with the same code of standards and procedures that the USAF does. For that reason, it is your responsibility to insure they act professionally. Here are some things to remember:

- Talent is contracted to be set-up and ready to "perform" at a certain time. If the vendor is late setting up, make it clear to the vendor's set-up crew you are not satisfied and explain why. If the vendor himself is setting up, discuss the situation with him after the event. This will keep you from delaying them any further or getting them flustered before an event, which could result in a bad performance.
- All talent's equipment should be neat, clean and in good repair. Inspect it before each event to insure that it meets your standards. If it doesn't and can be remedied on site, do so before the event starts. If it can't, report it to the vendor's office after the event so that it will be repaired before the next event.
- All talent should be dressed appropriately for the event. If you feel their attire is offensive or inappropriate, ask them to change. It is important to discuss what to wear before the event.
- Whenever possible, take care of any problems without the guest/participant becoming informed. Try to keep all the problems behind the scenes. However, there are times when you will have to inform them of the situation. For example: the facility is having trouble with the power, or the DJ is running late. In these instances, reassure them that the event will run as planned and keep them informed as to what is being done to correct the situation.





General Tips

- The only way to find out if talent meets your standards and criteria is to try them out. Whenever possible, try to preview all talent and vendor equipment prior to your event so there are no surprises. When that is not possible, be sure to tell your staff when you are trying out new talent so that they can give you feedback and keep you informed of anyone who doesn't meet your standards.
- Show respect for all talent. Be friendly and treat them as an integral part of your team.

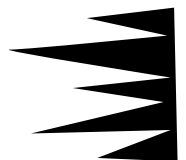
Creating Your “Event Bag”

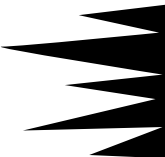
A helpful tool for any event team is the “event bag”, the container filled with the little things producers need to help any show run smoothly. This “bag” can be a plastic box or container, a metal briefcase, or any portable “carry all” that can fit your tools and supplies. A large fishing tackle box works well!

Contents of a Ready Event Bag

Event Bags are meant to have items to help in production. These tools are to be checked before the event and restocked after the event. Items to consider include:

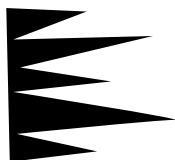
- Utility knife
- Stop Watch
- AAA batteries; AA batteries; 9 volt batteries
- Zip ties in many sizes; 10”, 12”
- Small flashlight or maglite
- Whistle
- Roll of black electrical tape & roll (s) of duct tape
- “T” pins
- Crescent wrench; 6”
- Hammer
- Nails and misc. screws; nuts and bolts
- Tape measure
- Fishing line and clothesline or string
- Disposable camera with flash (400 speed)
- Band-Aids and mini-first aid supplies
- Scissors
- Screwdriver or pocket tools
- Sunscreen
- Aspirin (staff only; not for attendees)
- Wire
- Change for emergency pay phone calls
- Emergency phone numbers (fire, medical, etc.)
- Sharpie black markers
- Large magic markers
- Clear tape





Guide to Using Graphics

The graphics and logos included have been designed in a cost-effective and easy-to-use format. As you will see, each event logo is 2-color and is supplied to you as a digital file in Illustrator EPS and TIF formats. Either one of these formats should allow you to import the logos into your layout software. The following samples will show you the color combinations for each event logo, along with designs for a sample flyer and poster.



General Tips



Color Break out
PMS 280 (USAF Blue)/PMS 116 (Yellow)
(Uncoated)



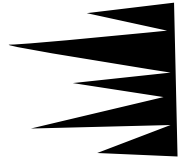
Color Break out
PMS 280 (USAF Blue)/PMS 304 (Lt. Aqua Blue)
(Uncoated)



Color Breakout
PMS 280 (USAF Blue)/PMS 380 (Lt. Lime Green)
(Uncoated)



Color Breakout
PMS 280 (USAF Blue)/PMS 151 (Orange)
(Uncoated)



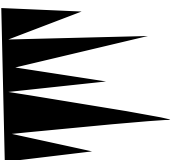
Poster/Flyer

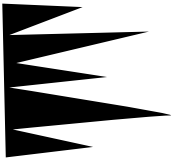


**This design will be saved on the zip disk
in two formats:**

- 1. Poster - 16 x 20**
- 2. Flyer - 8^{1/2} x 11**

* The middle section is left blank for your installation to insert details about your local event including date, time, place and other key information.





Documentation of Results for Evaluation

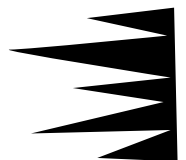
Although the event is crazy and there is plenty to do, it is critical to document key details along the way. Documentation is important when you evaluate the project to see if you reached your goals (see *Forms & Samples B*). Documentation helps you understand the timing of the project, so you can plan for project growth. It is much simpler to keep track of things when they happen, and the process is easy if you add it into your overall system.

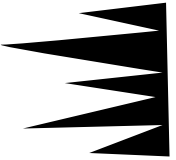
Things to keep for documentation include:

- Timing and sales figures for ticket sales
- Copy of all press releases and the publicity they generate
- Names and contracts of all vendors; notes on their quality and results
- Event script, maps and attachments
- Photographs of point-of-sale displays, banners, promotional signs, etc.
- Copies of all collateral materials (take slides or photographs to keep for files)
- Photographs of event site, all set ups, sponsor recognition, VIP area, signage and activities
- Committee job or role descriptions; organization of project team
- Feedback from sponsors, staff, volunteers

We have included a sample event evaluation form in *Forms & Samples (N)*.

Through careful documentation, you can best track the true success of your hard work and efforts, and build on these successes for future projects.





Overall Planning Worksheet

POC: _____

Phone _____ Fax _____ Box _____

Email: _____

Event / Program Name: _____

Date(s): _____ Location: _____

Time: _____

Description

Overview of Event / Program: _____

Demographics

Previous Year's Attendance: _____

Expected Attendance: _____

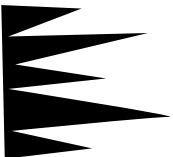
Targeted Audience: Age(s) _____ Rank _____
_____ % Men _____ % Women

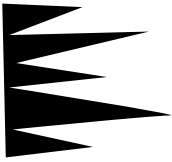
Event / Program History

Year Founded: _____

Brief History: _____

Past Sponsors: _____





Forms and Samples: A

Project Management

	<u>Name</u>
Chairperson/Main POC:	_____
Sponsorships:	_____
Installation Support:	_____

Volunteers:	_____
Publicity:	_____
Web Page:	_____
Documentation:	_____
Program/Entertainment:	_____
Other: _____	_____
Other: _____	_____
Project Start Date:	_____
Meeting Schedule:	_____

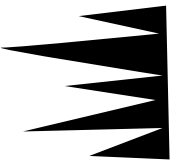
Documentation Details

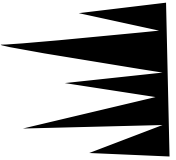
On-Site Photography: _____

On-Site Videography: _____

Key Items to Track: (Ticket sales, Concession sales, etc.)

<u>Item</u>	<u>How to Track</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____





Setting Goals, Measurements and Tactics Worksheet

Name of Event: _____

Key Planning Team:

_____	_____
_____	_____
_____	_____
_____	_____

What are your goals and objectives?

Goal 1: _____

Measurement of success: _____

Tactics 1. _____

2. _____

3. _____

4. _____

Goal 2: _____

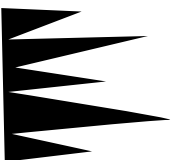
Measurement of success: _____

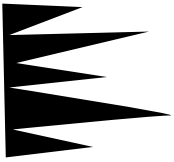
Tactics 1. _____

2. _____

3. _____

4. _____





Forms and Samples: B

Goal 3: _____

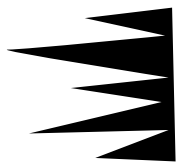
Measurement of success: _____

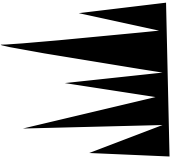
- Tactics
1. _____
 2. _____
 3. _____
 4. _____

Goal 4: _____

Measurement of success: _____

- Tactics
1. _____
 2. _____
 3. _____
 4. _____



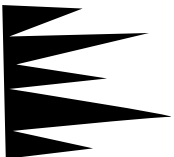


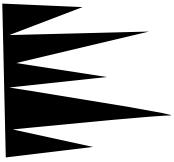
Determining Event Needs Worksheet

Name of Event: _____

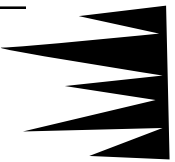
Date: _____

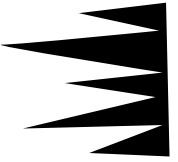
	What We Have	Key Contact	What We Need	Key Contact
I. Facilities/Infrastructure				
Event Site				
Entertainment				
Lodging				
1	_____	_____	_____	_____
2	_____	_____	_____	_____
3	_____	_____	_____	_____
VIP/Sponsor Hospitality				
Signage				
Parking				
On-Site Transportation				
Food Services				
1	_____	_____	_____	_____
2	_____	_____	_____	_____
3	_____	_____	_____	_____
Utilities				
1	_____	_____	_____	_____
2	_____	_____	_____	_____
3	_____	_____	_____	_____
Stage/Sound System				
Waste Management				
Event Rentals				
1	_____	_____	_____	_____
2	_____	_____	_____	_____
3	_____	_____	_____	_____
4	_____	_____	_____	_____



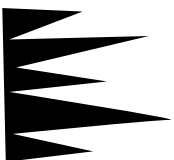


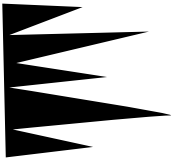
	What We Have	Key Contact	What We Need	Key Contact
II. Expertise/ People				
Committee Leadership				
1	—	—	—	—
2	—	—	—	—
3	—	—	—	—
4	—	—	—	—
5	—	—	—	—
Committee Volunteers				
1	—	—	—	—
2	—	—	—	—
3	—	—	—	—
4	—	—	—	—
5	—	—	—	—
6	—	—	—	—
7	—	—	—	—
8	—	—	—	—
Paid Consultants				
1	—	—	—	—
2	—	—	—	—
Legal Advisor				
Financial Advisor				
Production/Technical Advisors				
1	—	—	—	—
2	—	—	—	—
Security Personnel				
Medical Coverage				





	What We Have	Key Contact	What We Need	Key Contact
Artist / Designer				
Set-up Support				
Trash Clean-up Crew				
III. Other Services				
Printing				
Silk Screening				
Ticket Sales				
Program Design				
Decorating				
Specialty Lighting				
Specialty Giveaways				
Photography				
Video Coverage				
Communications System				
Equipment Storage				
IV. Finances				
Planning Budget				

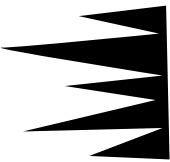


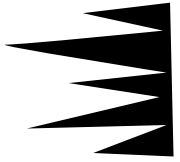


Forms and Samples: C

	What We Have	Key Contact	What We Need	Key Contact
Sponsorship Cash Support				
1				
2				
3				
4				
Sponsorship / In-kind Goals/Services				
1				
2				
3				
4				
Ticket Sales				
1				
2				
3				
4				
Souvenir Sales				
1				
2				

Other: _____





V. Key Contracts

Essential Contract

Key Contact

1. _____
2. _____
3. _____
4. _____

VI. Miscellaneous Other Needs

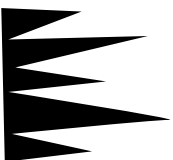
1. _____
2. _____
3. _____
4. _____

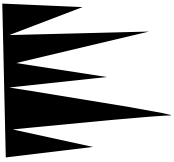
After you complete the worksheet, record for your committee some basic statements:

Commitment Parameters

Places (facilities/infrastructure)

We are ready to host this event after we are assured of: _____





Forms and Samples: C

People (expertise)

We need to bring together the following key players to contribute to this event: _____

Finances

We have the following avenues of support for our event: _____

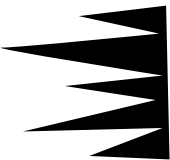
Contracts

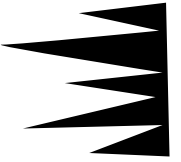
We need to arrange for the following key contracts: _____

Miscellaneous Other Needs

We cannot forget these other key needs, including: _____

Now you have begun the process of identifying all the pieces of your event success.



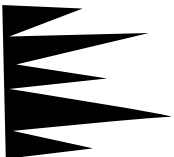


Building a Budget Worksheet

Use this worksheet to document the values of all of your event needs.

Event Expenses

	Estimate	In-kind	Actual
<u>Facilities/Infrastructure</u>			
Event Site (rental)	_____	_____	_____
Misc. labor or production charges	_____	_____	_____
Utilities	_____	_____	_____
Miscellaneous charges	_____	_____	_____
<u>Entertainment</u>			
Lodging for entertainers	_____	_____	_____
Contract rider additions	_____	_____	_____
Special transportation	_____	_____	_____
Additional skilled labor	_____	_____	_____
Miscellaneous unexpected costs	_____	_____	_____
<u>Production</u>			
Stage rental	_____	_____	_____
Skirting/steps	_____	_____	_____
Metal structure for lighting	_____	_____	_____
General lighting	_____	_____	_____
Special lighting for video	_____	_____	_____
Sound system/stage monitors	_____	_____	_____
Microphones (what type needed)	_____	_____	_____
Podium	_____	_____	_____
Backdrop	_____	_____	_____
Special banner/signage	_____	_____	_____
Video projection (front or rear)	_____	_____	_____
Slides (projector/screen)	_____	_____	_____
Production communications	_____	_____	_____
Special electrical wiring	_____	_____	_____
Miscellaneous charges	_____	_____	_____





Forms and Samples: D

Signage System

Estimate

In-kind

Actual

Overall signs and/or banners
Directional signs (site markings)
Food service prices/menus
Sponsor recognition signs
Special signage (safety, medical)

Promotional Costs

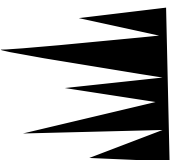
Logo design
Invitations (design and printing)
Flyers (design and printing)
Letterhead and envelopes
Advertising (print)
Production of radio or TV spots
Program design/printing
Photography of event
Video coverage of event

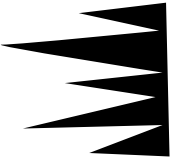
Weather considerations

Rain plan costs
Additional canopies
Additional tents/flooring/sides
Additional labor on crews
Umbrellas/rain ponchos

Waste Management System

Restroom facilities
Trash system
Labor to do trash
Vehicles to move/remove trash
Trash receptacles (bags, other)





Event Rentals

Estimate

In-kind

Actual

Tables
Tents (tent siding)
Tent pole draping
Chairs
Linens
Canopies
Pipe and drape
Special props/decoration
Carpeting/flooring
Air conditioning/heating
Floral arrangements/plants

Parking

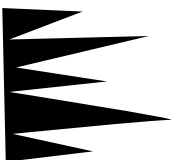
Valet parking (special insurance)
Security for parking
Shuttle system/vehicle rental
Signage/marketing system
Labor to park attendees
Lighting for parking area
Parking personnel (uniforms?)

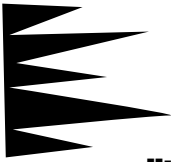
On-site Transportation

Movement of workers (golf carts)
Movement of entertainers/VIPs
Staff vehicles
Misc. carts/hand trucks etc.

Food Services

Coverage for food areas (tents?)
Special seating area
Water hook-ups
Public Health permits
Service area (tents/counters)
Storage for supplies





Forms and Samples: D

Utilities (electrical/water)

Estimate

In-kind

Actual

Additional water access _____
Special hook-ups for production _____
Lighting for safety on site _____
Coverage of any wiring (for safety) _____

VIP/Sponsor Costs

Lodging _____
Meals _____
Hospitality suite food and drink _____
Suite rentals and decor _____
Special signage _____
Printing for passes/tickets _____
Additional security _____
Hosts/hostesses _____
Special giveaway items _____
Transportation _____
Hotel accomodations _____

Expertise/Key Resources

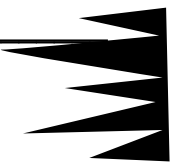
Committee expenses (retreat,
notebooks, sportswear) _____
Volunteer expenses (donations,
uniforms, thank yous) _____
Paid consultants (Miscellaneous)
Type: _____
Security coverage _____
Medical coverage _____
Setup support _____
Trash/clean-up (donations) _____

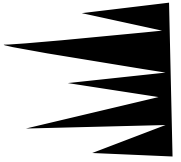
Other Miscellaneous Costs

Ticket sales costs (labor/printing) _____
Promotion/paid advertising _____
Warehousing of materials _____

Ten Percent General Buffer

Overall Expenses





Event Letterhead

The following is a sample created to show how you can create event letterhead specifically for your new events.



Your installation
1st Annual Bed Race

Date of Race
Location of Race

Address1
Address2
City, State, Zip

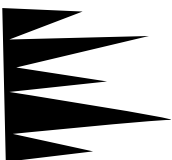
**Organizing
Committee**

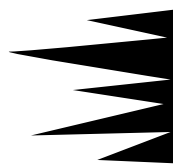
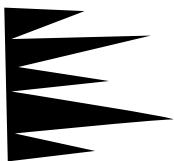
Committee name
Committee name
Committee name
Committee name
Committee name
Committee name
Committee name
Committee name

Sponsors

Sponsor name
Sponsor name
Sponsor name

For more information
call ###.###.####





Fact Sheet

The following is a sample created to show how you can create a fact sheet specifically for your new events.



Fact Sheet

Your event location • Date • Time

Let's Celebrate is celebrating its 1st anniversary in 2000 and is aimed at showcasing the sights, sounds and tastes of "your installation." With an action packed schedule from "x" to "x," patrons can explore all "your installation" has to offer while enjoying time with their families and friends. To build on the continuing success of the festival, the activities will bring patrons top quality entertainment at a reasonable price.

This year's events include:

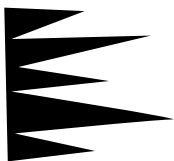
- **Musical Entertainment** - five stages highlighting the city's top entertainers including rock, jazz and blues
- **The Kids Imagination Station** - an interactive imagination land for children of all ages - bubblemania, face painting, crafts and storytelling are just a few of the activities in this popular area
- **The Sports Experience** - dedicated to sports fans and fanatics, this area is sure to stir up some cheers and friendly competition
- **Food, Food, Food** - Let's Celebrate wouldn't be complete without food from the areas best restaurants

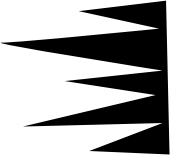
Demographics: Each year Let's Celebrate attracts more than 1,000 people from "your local city." Our daytime audience is generally young, upscale families. The evening crowd draws the upscale 20-30 age group. 44% of our total audience is married, while 49% are single. 49% are in the 18-34 age group with 44% 35-54.

Ticket prices are \$5.00 for in advance and \$7.00 at the door. Children (0-15) are free.

Advance sale tickets can be purchased at any the "your installation" Community Center beginning "x."

For more information, please contact "x" at "x"

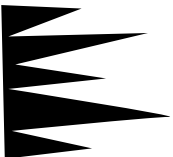


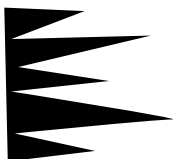


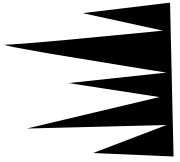
Press Release

The following two pages are samples of press releases sent out about one annual basketball tournament. Both of these releases are about the same event, but they show how the news release can be pitched in different ways.

- 1 Written to excite the public about the upcoming event and hopefully attract spectators
- 2 Written to show the charity/community contributions the event has on the local community.

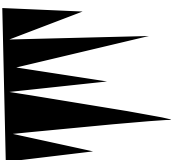


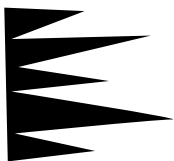


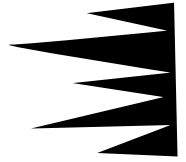


Action Plan and Timeline

The following pages are a sample of an action plan and timeline created for a 3-on-3 basketball tournament. By placing these documents side by side you can see how you start your planning with the action plan and eventually mold it into the timeline. These two items will then lead to the on-site script under *Forms & Samples M*.







Job Description Worksheet

Event Overview

Name _____

Date _____

Place _____

Design your committee "job descriptions" using their specific tasks and deadlines. You should then add the key dates for these task.

Main point of contact: _____

Tasks:

Deadline

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____

Key dates: 1 _____

2 _____

3 _____

PR/Marketing Chairperson Name: _____

Tasks:

Deadline

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____

Key dates: 1 _____

2 _____

3 _____

Entertainment Chairperson Name: _____

Tasks:

Deadline

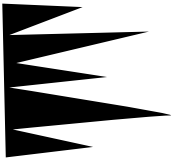
- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____

Key dates: 1 _____

2 _____

3 _____





Forms and Samples: I

Food and Beverage Chairperson Name: _____

Tasks:

Deadline

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____

Key dates: 1 _____
2 _____
3 _____

Hospitality Chairperson Name: _____

Tasks:

Deadline

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____

Key dates: 1 _____
2 _____
3 _____

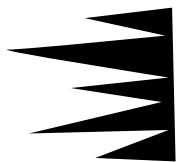
Operations Chairperson Name: _____

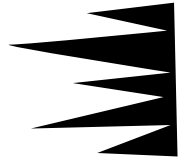
Tasks:

Deadline

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____

Key dates: 1 _____
2 _____
3 _____





Sponsorship Chairperson Name: _____

<u>Tasks:</u>	<u>Deadline</u>
1	_____
2	_____
3	_____
4	_____
5	_____
6	_____

Key dates: 1 _____

2 _____

3 _____

Volunteer Chairperson Name: _____

<u>Tasks:</u>	<u>Deadline</u>
1	_____
2	_____
3	_____
4	_____
5	_____
6	_____

Key dates: 1 _____

2 _____

3 _____

Other: _____

<u>Tasks:</u>	<u>Deadline</u>
1	_____
2	_____
3	_____
4	_____
5	_____
6	_____

Key dates: 1 _____

2 _____

3 _____

Other: _____

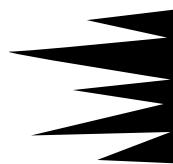
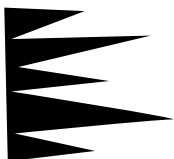
<u>Tasks</u>	<u>Deadline</u>
1	_____
2	_____
3	_____
4	_____
5	_____
6	_____

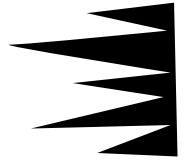
Key dates: 1 _____

2 _____

3 _____




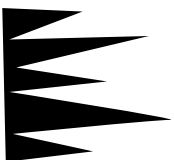


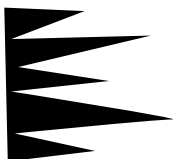


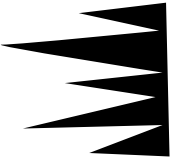
Fax Sheet

Here is a sample Fax Sheet template you could use for one of your events.

	<h3 style="margin: 0;">FAX Cover Sheet</h3>
<p>Your installation 1st Annual Bed Race</p> <p>Date of Race Location of Race</p> <p>Address1 Address2 City, State, Zip</p> <p><u>Organizing Committee</u> Committee name Committee name Committee name Committee name Committee name Committee name Committee name</p> <p><u>Sponsors</u> Sponsor name Sponsor name Sponsor name</p> <p>For more information call ###.###.####</p>	<p>DATE: xx/xx/xx</p> <p>ATTENTION: Contact Name Company</p> <p>FAX NUMBER: xxx.xxx.xxxx</p> <p>FROM: Contact Name Company</p> <p>NUMBER OF PAGES (including cover sheet): x</p> <p>MESSAGE:</p>







Communications Record

Name: _____

Committee Focus: _____

Phone: _____ Fax: _____

Email: _____

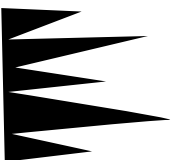
Subject: _____

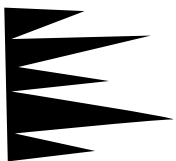
Details: _____

Action steps or changes: _____

Date of action: _____

Completed by: _____





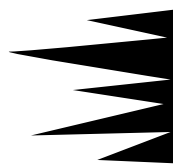
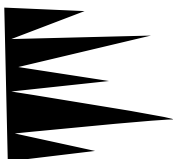
Action List

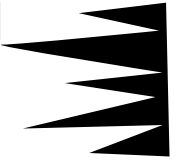
Written by: _____

Event/Promotion: _____

Date: _____

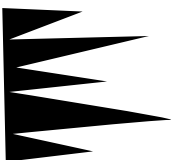
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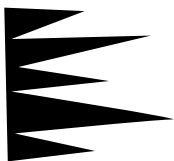


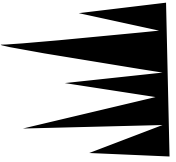


On-site Script

The following pages are a sample on-site script (with site map) created for a 3-on-3 basketball tournament. The script is the document that shows the action items that need to take place the final days leading up to the event and on-site at the event.







Event Evaluation Form

We at _____ try to focus on excellence and customer service with our special events and promotions. Please take a minute to help us continue to improve by completing the following evaluation.

Event Name: _____ Date: _____

Please rate us on the following, using the scale of 5 "strongly agree," to 1 "strongly disagree" with 3 as "undecided":

	<u>SA</u>	<u>A</u>	<u>U</u>	<u>D</u>	<u>SD</u>
1. The overall event met my expectations	5	4	3	2	1
2. The Community Center staff was easily accessible for my questions	5	4	3	2	1
3. Event participation instructions were timely and simple to follow	5	4	3	2	1
4. The on-site production crew managed details efficiently and professionally	5	4	3	2	1
5. Event site was organized and well-managed	5	4	3	2	1
6. I would participate again in another Community Center event	5	4	3	2	1
7. The event management was easily accessible for my questions	5	4	3	2	1

What I really liked about this event/promotion was: _____

Areas of improvement: _____

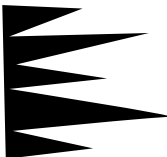
Additional comments: _____

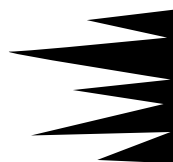
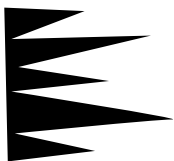
I would like to be a Community Center volunteer

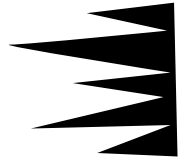
— Yes — No

Thank you for your feedback.

Please return this form to _____ .







Listed below are some vendor resources that are available to help you with your events.

Awards and Prizes

Awards & Rewards by MK Shannon - Awards and trophies
164 E. Scenic Ave.
Pt Richmond, CA 94801
510-234-6765

Accoutrements - Prizes, fun stuff, etc.
www.accoutrements.com
Box. 30811
Seattle, WA. 98103
1-800-886-2221

Archie McPhee – unusual novelties & props
www.mcphee.com
Seattle, WA
425-745-0711

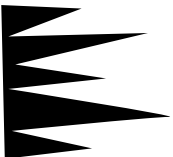
Brainstorms - Toys , prizes, games
www.brainstorms.com
8221 Kimball
Skokie, IL. 60076
1-800-231-6000

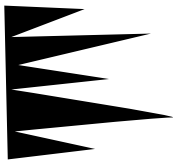
Fun Express – inexpensive prizes and novelties
www.funexpress.com
Nebraska
1-800-228-0122

Glimmers, Inc. - Battery operated awards
3130 La Selva Drive #304
San Matco, CA 94403
650-578-8276

Joissu - Novelties, prizes
4627 L. B. Mcleod Rd.
Orlando. FL 32811
1-800-233-1681

Kipp Brothers, Inc. - toys, novelties, prizes
240-242 S. Meridian Street
Indianapolis, IN 46206
1-800-428-1153





Resources

Awards and Prizes continued

Oriental Trading - Novelties, prizes

www.oriental.com

P.O. Box 3407

Omaha, Ne. 68103

1-800-228-2269

Rhode Island Novelty

www.rinovelty.com

Rhode Island

Sherman Specialty Toy Company - toys and giveaways

www.PartyBySherman.com

114 Church Street

Freeport, NY 11520

1-800-645-6513

U S Toys - Toys, prizes, game supplies

805 E. Semoran Blvd

Apopka FL. 32703

1-800-255-6124

Bed Building

Cowboy Metals - Bed Race bed design and manufacturing

Willis Hamm

1075 S. Galapaso Street

Denver, CO 80223

303-778-0851

Consulting

Debbies Book

Resource locator for props, decorations, costumes, staging and equipment

www.debbiesbook.com

PO Box 40968

Pasadena, CA 40968

626-798-7968

Sharon Fisher

Memories Unlimited

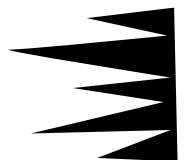
Experts in creative team building and event participation activities

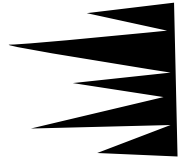
www.partywithapurpose.com

4307 Vineland Road, Suite H-6

Orlando, FL 32811

404-872-3838





Consulting continued

Party411.com

Site for assistance in event planning

Betsy Wiersma, CSEP

Creative Event Development

Consulting in event creation, organization and implementation. Customized training in special events.

www.betsywiersma.com

2217 S. Nome Court

Aurora, CO 80014

1-303-873-1770

Decor / Signage

AAA Flag and Banner - Event signage and decor

8955 National Blvd.

Los Angeles, CA 90034

310-836-3341

Accent - Mardi Gras Headquarters

www.accentannex.com

1120 S. Jeff Davis Pkwy.

New Orleans, LA. 70125-9901

1-800-322-2368

Advance Creative Supplies - props, supplies and theme products

www.lcil.com/acp

701 Darmouth

Buffalo Grove, IL 60089

Caufield's – Costumes, masks, theatre supplies

1002 W. Main Street

Louisville, KY 40202

1-800-777-5653

502-583-0636

Ceramics to Go - Kits for creating ceramic pieces

www.ceramicstogo.com

4010 Palos Verdes Drive N #107

Rolling Hills Estates, CA 90274

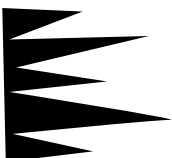
310-544-7027

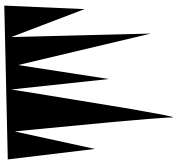
C'N Is Believing – Glow sticks, sports equip, etc.

www.cnisbelieving.com

New Hampshire

603-569-1533





Resources

Decor / Signage continued

Goldman Arts – inflatables, wacky hats, etc.

www.goldmanarts.com

107 South St #403

Boston, MA 02111

617-423-6606

M & N International - Party and game supplies, decor

www.mninternational.com

13860 west Laurel Dr.

Lake Forrest, IL. 60045

1-847-680-4700

National Banner Company, Inc. - flags, banners, streamers

www.nationalbanner.com

11938 Harry Hines Blvd.

Dallas, Texas 75234

1-800-527-0860

Sculpt Chair - stretch-to-fit chair and table coverings

www.sculptchair.com

16114 N. 81st Street

Scottsdale, AZ 85260

1-800-872-2750

Stumps – Inexpensive props & party supplies

www.stumpsparty.com

Indiana

1-800-348-5084 or 351-PROM

Transformit - fabric decor structures

www.transformitdesign.com

33 Stanford Drive

Gorham, ME 04038

207-856-9911

Entertainment

Celebrity Heads - walking “stars” for your event

954-484-7884

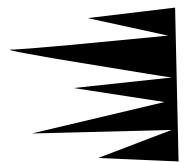
Extreme Art - Theatrical performance painter to music

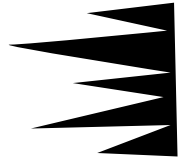
www.jeanfrancois.com

8635 W. Sahara, Suite 577

Las Vegas, NE 89117

702-228-9534





Entertainment continued

Puppet People - Entertainment for events

www.puppetpeople.com

3119 Furber Ave.

Savannah, GA 31404

912-355-3366

Games

Absolute Amusements Rental - 3000 games in stock

www.AbsoluteAmusements.com

11100 Astronaut Blvd.

Orlando, FL 32837

407-856-3866

Awesome Events - Virtual games and inflatables

www.inflatable2000.com

207 N. Aspan #6

Azusa, CA 91702

1-888-786-9329

BSN Sports - Sporting equipment, games

www.bsnsports.com

P.O. Box. 7726

Dallas, TX. 75209

1-800-527-7510

Chimetime - Game equipment

www.chimetime.com

1 Sportstime Way

Atlanta. GA. 30040

1-800-477-5075

Flaghouse- Games, sporting equipment

www.flaghouse.com

601 Flaghouse Dr.

Hasbrouck Heights, N.J. 07604

1-800-527-7900

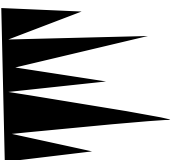
The Gameshow People - turn-key gameshow for event

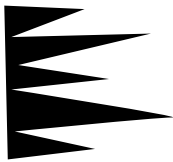
www.gameshowpeople.com

600 Northgate Parkway, Suite L

Wheeling, IL 60090

847.537.5100





Resources

Games

S & S - Arts, crafts, games, activities

www.snswwide.com

P.O. Box 513

Colchester Ct. 06415-0517

1-800-243-9232

Sevlor - Boats, water sports products, water equipment.

6615 E. 26th St.

L.A., CA. 90040

1-800-821-4645

U S Games - Game equipment

www.us-games.com

1-800-327-0484

World Wide Games - Games and sports equipment

1-800-243-9232

Give the World a Hand ideas

- www.CleanUptheWorld.org
- www.kab.org
- www.USAWeekend.com

Graphic Design / Paper / Art Supplies

Idea Art – papers, postcards, envelopes, certificates

www.ideaart.com

1-800-433-2278

Loose Ends – paper, boxes, packages

PO Box 20310

Salem, OR 97307-0310

503-390-7457

losends@teleport.com

Modern Postcard - full color postcards (500 for \$95)

www.modernpostcard.com

1675 Faraday Ave.

Carlsbad, OH 92008

1-800-959-8365

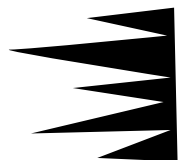
Momentum Design and Communications

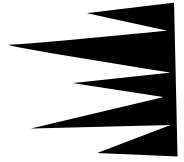
- Created this logos and graphics for this book

6304 Guilford Avenue, Suite A

Indianapolis, IN 46220

317.466.9972





Graphic Design / Paper / Art Supplies continued

Office Depot - office supplies

www.officedepot.com

P.O. Box 8007

Layton, UT. 84041-8007

1-800-685-8800

Paper Direct - Speciality paper catalog

www.paperdirect.com

100 Plaza Dr.

Secaucus, N.J. 07094

1-800-272-7377

Special Effects

Air Dimensional Design - air tubes and inflatables

www.airdd.com

10853 Venice Blvd.

Los Angeles, CA

310-838-8823

Classic Fireworks - pyro/fireworks for indoor and outdoor

www.classicfireworks.com

60 West Court Street

Mandeville, LA 70471-7744

504-893-8800

Flutter Fetti - Confetti, streamers and confetti cannons

www.flutterfetti.com

811 Marigny Street

New Orleans, LA 70117

504-943-1208

Talking Laser Company - laser shows and special effects

www.TLCLASERS.com

13428 Maxella Ave. #261

Marina Del Rey, CA 90292

310-822-6790

Sportswear / Wristbands

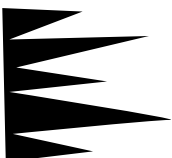
\$2.95 Guys - T-shirts with your logo - up to 6 colors for \$2.95

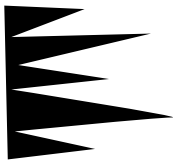
www.295guys.com

1370 Stowe Drive

Poway, CA 92064

1-800-536-5959





Resources

Sportswear / Wristbands

J-Hats – Tons of inexpensive hats
P.O. Box. 1429
Scranton, PA. 18501
1-800-233-4690

Wristband Resources

www.wristband.com
PO Box 550
Milwaukee, WI 53201-0550
1-800-481-2263

Staging / Production

Fastlane Productions - full event productions; lights, sound, power, special effects
www.fastlane productions.com
200 W. Louisiana Street
Denver, CO 80223
303-778-0045

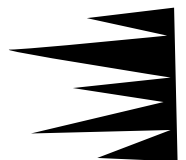
Lab Safety Supply - Safety and construction supplies
www.labsafety.com
P.O. Box 1368
Janesville, WI. 53547-1368
1-800-356-0783

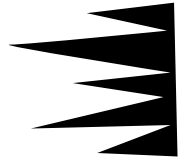
Miscellaneous Other

Masune - First aid equipment
www.masune.com
490 Filmore Ave.
Tonawanda, N.Y. 14150
1-800-831-0894

Rubbermaid - Equipment storage, tubs, canisters
www.rubbermaid.com
8181 Darrow Rd.
Twinsburg, OH. 44087
1-800-362-1000

Wholesale Tape and Supply - Duct tape (19 colors)
www.wholesaletape.com
1-800-642-8273





Bed Race

Ladies and Gentlemen.....Start your.....BEDS! The USAF Community Centers will host annual Bed Race competitions. This fun-filled activity will bring together teams of five to race against the clock and each other for recognition and prizes.

Each bed race team must maneuver the first leg of racing then jump off the bed for a run through the obstacle course. The team jumps back on another bed for the final leg of the race. The race is double elimination with the first round slowest teams getting a “second chance” in the Rusty Springs Division. The vision for the future includes organizing base Bed Race winners into regional, national and international competitions.

The following section describes a race with the Community Center furnishing the racing beds. The Center then controls the safety and quality of the beds, and makes it easy for many people to compete. Teams come prepared to race our beds, but do not have to build their own vehicles. You might choose to modify this idea to have teams create their own racing beds, and perhaps build them at the Community Center. Please note the sample rules will need to be modified to reflect any changes in the bed building requirements.

Suggested Goals and Measurements of Success

Goal 1: To create an annual trademark event for the Community Centers with the opportunity to grow each year.

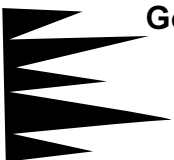
Measurement of Success: Growing participation in annual Bed Race.

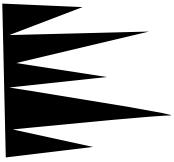
Goal 2: To use the Bed Race and associated activities to showcase the Community Center’s openness to activities, facilities and staff.

Measurement of Success: Feed back from participants about the event, facilities and staff.

Goal 3: To raise “x” dollars and have participation from “x” teams.

Measurement of Success: Dollars raised and number of participants





Bed Race

Now it is time to take a deeper look at this event. The following areas will be covered in this section:

What will it take to produce this event?

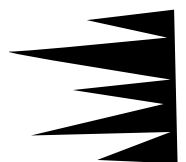
- Space Requirements
- Pre-Prep Activities
- Pre-Event Operations Checklist
- Supply List
- Budgeting Guidelines
- Revenue Generating Ideas
- Safety Considerations

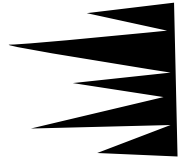
How do I run the event itself?

- Proposed Event Script
- On-site Activities
- The Rules
- Scoring Procedures
- Staff and Volunteer On-site Roles
- Post Event Activities and Checklist

Other areas to discuss...

- Promotions and Publicity
- Problem Solving
- Bed Race Samples
- Frequently Asked Questions
- Commander Briefing Notes





Space Requirements

The Setting

There are three major areas of the event site:

- The MC platform and main stage area
- The race staging area near the starting line
- The race course

Each area has its important functions.

The MC Platform and Main Stage Area

The main stage is the place where guests will be focusing their attention during the event. The MC can have a DJ, or himself, play music and make the critical announcements to keep the day flowing. A good size for this stage is 16' x 24' X 30" high ' with stairs.

This stage is an easy place for anyone to visit and see the progress of the races. It is at the main stage that you post the master board with all of the team matches and the times of the heats. It is also nice to have a skirted table for the MC and to use this table to display the awards and other prizes. Another feature of the main stage could be a separate board to post the winners of hourly door prizes.

The only people who have access to the main stage are the volunteers helping the MC with door prizes and score posting. The scorekeeper can also share the table. It is important to limit access to this area and to not let the teams bother the scorekeeper.

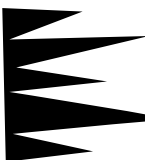
Race Staging Area

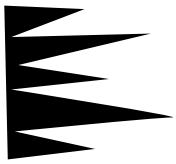
The second area is near the start line and is the place for briefing and staging the teams. In this area use a platform for the starter so they can easily address the teams. Usually a bullhorn can work for staging announcements.

In this area you brief the teams before the race. This is where the starter stands to begin each race. As one set of teams race, the next teams get ready in the staging area.

The Race Course

Make sure this area is free from sticks, rocks, trash, etc. prior to the event. Duct tape, or spray chalk, can be used to make the course lines. They both will stick best to clean asphalt or blacktop. The length of the course will depend on the space you have available. The key is to have an area to stage the bed and racing lanes a minimum of 25' apart. The course is designed for heats of two beds each.





Bed Race

Course Length

Take the amount of space that you have for the course, subtract 120' for the center area obstacle course, 40' for the start staging area and 60' for the finish line. Now divide the total space left by 2 and get the distance of the two race legs.

The suggested course layout shows two racing segments of 100' each for a total course length of 420'. A good course width is 135' wide which includes 30' on each side, 25' wide race lanes and 25' between the racing lanes. Again, you must set the course size that works for the flat space you have available.

Marking the Course

Colored duct tape (see Resources section for Wholesale Tape and Supply Company) or spray chalk are great ways to mark your course markings. The key is to have a very clean line for the start and finish lines and for the segment one stop line and the segment two start line.

The Obstacle Course

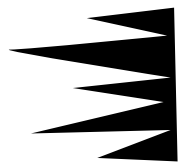
The obstacle course segment divides the first and second legs of racing. It also adds an element of coordination and teamwork to the skills needed to be the winning team. Create the obstacle course with rubber cones or barrels or any other sturdy object that the teams can maneuver around. Place the obstacles 12'-14' apart. You might use colored tape or spray chalk to create the path around the obstacles and to lead the teams to the next segment of racing beds.

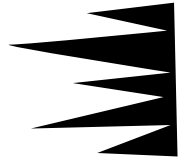
Staging for the Second Racing Segment

The beds for the second racing segment are staged in a 20' staging area after the Obstacle Course. In this area, the teams re-enter the beds and push them to the finish line.

The Sides of the Race Course

Mark the sides of the race course with colorful pennants held up by stanchions or tied to barricades. The pennants should help keep out the spectators but be easy to see through during the races. You might also choose to use snow fencing, plastic outdoor fencing or regular fencing. Use bales of hay as stoppers at the end of the race course and along the obstacle course to stop any runaway beds.





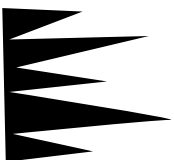
Spectator Viewing

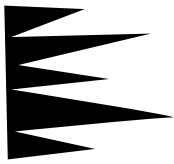
Usually spectators can view the race from both sides of the race course. They can go to the main stage to see the postings of the races and times on the master board and can hear the results from the MC. If you have access to bleachers, you could use them for seating along the course.

Back-Up Rain Plan

All outdoor events need to have a rain backup plan. If it is just lightly raining you still might be able to run the races. The decision should be made as you consider the safety of the race course and the possibility of slickness from water.

The best plan is to have a rain date scheduled and to have a back up of an inside gym or other space, such as an aircraft hangar, with enough area to host a modified race.





Pre-prep Activities

A **Pre Event Operations Checklist** and an **Event File/Notebook** should be completed for every event. These two tools will form the basis for the event, and serve a couple of purposes.

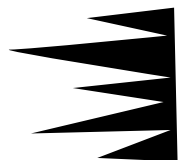
- Keep you organized and on track for the event
- Allow someone else to pick up the file and continue the event in case of an unexpected emergency
- Act as the history for planning the event on a regular basis

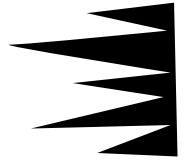
Recording the event information in the notebook can help make the next event a snap to put together. Don't re-invent the wheel. A sample Pre Event Operations Checklist is given later in this section.

A **Supply List** reveals exact #'s of items, as well as all of the specific items, that will be needed to run the event. This will include supplies for course set up and racing, general supplies such as clipboards, pens, paper, sign-in sheets for staff, the details for staff including name tags, shirt sizes, etc. A sample supply list is given later in this section.

Awards Ordered is determining exactly which kind of award you are going to give to participants and **exactly** what you want printed on the award. This should be done approximately 2 weeks prior to the day of the event to allow time for delivery and for actually making the award. This also allows time in case there is a mistake when you receive the finished product. By ordering in advance, you'll have time to send it back, have it corrected, and then receive it in time for the event. Always factor in delivery time, because mailing times will vary. When choosing the company to make your awards, ask for referrals and samples. You may have to try a few different companies before you find the right one.

Staff Hired means that all of the staff, or volunteers, have been called, booked, and informed of everything that they'll need to know. Be sure to brief staff about what to wear, what types of teams will participate, where the event will be held, where they need to meet, what time they need to be there, and how long the event is expected to last.

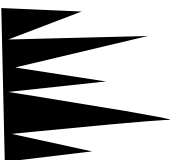


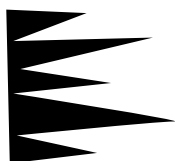


Locate the Electrical Hook Up before you're actually at the event. You need to make sure that electricity is available. Once you arrive at the event, one of the first priorities is to insure that the power is available, and turned on. (It sometimes takes a long time for the engineers to respond to a service call, so always check at the beginning of your event to give them time to turn the power on.) When all equipment is set up and plugged in, be sure to test that it is working **before** the guests arrive. This will help in trouble shooting any potential problems.

Create an Event Toolbox/Event Bag. The toolbox, or event bag, can be any kind of sturdy bag or container that will not allow the equipment to poke through or tear. Canvas bags, large Tupperware tubs, tool boxes or anything solid is good because they can be used over and over again. The items you need to put in this toolbox are listed in the Supply list placed later in this section.

These are just the start of the areas you need to think about before planning the event. For a detailed list, please see the Pre Event Operations Checklist and the Supply List in the pages that follow.





Pre Event Operations Checklist

Event: _____

Date of Event: _____

Time of Event: _____

Location: _____

Back-Up Location, Date, Time: _____

Number of Participants: _____

Event Organization

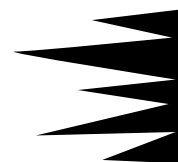
- _____ Event Worksheet started
- _____ Event file/notebook organized

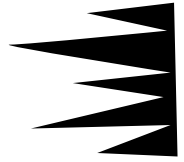
Marketing & Advertising

- _____ Flyers/posters designed and distributed
- _____ Press release developed; articles in newsletter, newspaper, etc.
- _____ Registration forms designed and distributed
- _____ Community Center staff briefed and Center decorated
- _____ PR on base radio/TV
- _____ Place broadcast and/or print advertising
- _____ Issue a challenge for participation (at a base-wide meeting or event)
- _____ Determine rain date / back up plan

Venue Confirmed/Inspected

- _____ Choose location; reserve space; get contract signed
- _____ Determine what size group can be accommodated and how many teams can participate
- _____ Determine how to set up the racing course, mark lanes, designate start/finish line, where/how to place obstacle course
- _____ Is there a power source? Do you need extension cords? Or a generator?
- _____ Emergency procedures outlined (can/how does an emergency vehicle get there, where are phones, rescue procedures, etc.)
- _____ Trash dumpster available/ordered
- _____ Coordinate load in/load out & delivery schedule



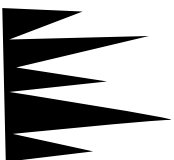


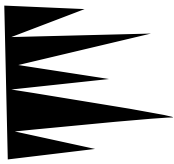
Personnel Arranged

- ☐ Recruit Staff
- ☐ Hire / recruit a Master of Ceremonies
- ☐ Confirm hours/time/pay
- ☐ Determine staff "uniform" for the event
- ☐ Determine staff "rules" (ie: smoking, drinking, eating policy)
- ☐ DJ hired/volunteered
- ☐ Photographer hired / volunteered

Equipment & Supplies Ordered

- ☐ Supply List completed (see next page)
- ☐ Awards Ordered
- ☐ Equipment purchased





Supply List

General Information

- ___ Number of Teams
- 5 Number of Racers per Team

Staff

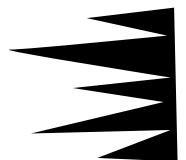
- Staff Shirts ___ Small ___ Med. ___ Large
___ XL ___ XXL ___ XXXL
(plus 1 for the DJ and 1 for the MC)
- ___ Staff Name Tags
- ___ Pens
- ___ 4 Stop Watches (2 primary / 2 back up)
- ___ Cooler w/drinks (water & snacks for the staff)

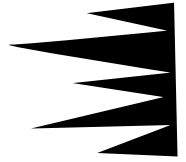
Overall Event

- ___ 4 Clipboards
- ___ Paper
- ___ Master Posting 4 x 8 Board
- ___ Board to post door prizes
- ___ Heat scoring sheets
- ___ Overall scoring sheet for scorekeeper
- ___ Team Shirts 5 per team
___ Small ___ Med. ___ Large
___ XL ___ XXL ___ XXXL
- ___ Team wristbands for registration
- ___ Race Awards (___ 1st ___ 2nd ___ 3rd; 1st Rusty Springs)
- ___ Megaphone/ bullhorn for starting line
- ___ Trash clean up supplies; bags, gloves, trash boxes; brooms

Race/Obstacle Course

- ___ Copies of Rules (1 per each team plus 1 for MC plus extras)
- ___ Duct Tape; 3 colors to make race course
- ___ Magic Markers for writing on Master Postings Board
- ___ 10 Cones for obstacle course
- ___ Pennants to line course
- ___ Starting gun or horn
- ___ Stanchions to hold up pennants
- ___ DJ and sound system with Microphone for MC
- ___ Power supply for sound system
- ___ 8 Penalty flags on sticks for judges





Decor

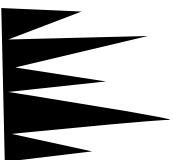
- ☐ Extra Pennant flags
- ☐ Banners

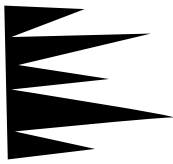
Toolbox/Event Bag of things to have on hand

- ☐ Nails
- ☐ Hammer
- ☐ Screwdriver
- ☐ Scissors
- ☐ Rubber bands
- ☐ Paperclips
- ☐ Safety pins
- ☐ Batteries
- ☐ Quarters
- ☐ Sun Lotion
- ☐ Stopwatch
- ☐ Flag tape
- ☐ Glue stick
- ☐ String
- ☐ Electrical tape
- ☐ Name tags
- ☐ Paper
- ☐ Pencils
- ☐ Pens
- ☐ Calculator
- ☐ Brochures
- ☐ Business cards
- ☐ Injury report forms
- ☐ Markers
- ☐ First Aid Kit
- ☐ Wristbands
- ☐ Pliers
- ☐ Extra markers

Music

- ☐ Fun and upbeat tunes (from DJ or sound system)
- ☐ Possible theme songs include:
 - Mr. Sandman
 - Dream Dream Dream
 - Eat Crackers in My Bed by Barbara Mandrell
 - Who's Bed Have Your Boats Been Under? by Shania Twain
 - Beds Are Burning by Midnight Oil





Budgeting Guidelines

This section will advise you on some tips to remember as you budget for the event.

Staff

This event requires 1 MC, 1 scorekeeper, 1 start line manager, 2 start line judges, 4 obstacle course judges, 2 finish line judges, 1 score runner, 1 door prize manager, 1 posting board manager, 8 people to reset the beds after each heat.

Pre-Prep Time

Remember to plan for the amount of time that your staff spends preparing for an event. It includes time spent on things such as purchasing the equipment required to run the event, time spent in meetings, confirming details for the event, promotions and publicity and actually running the event on site. If you document your time the first year, you will have a better plan for the next year.

Beds

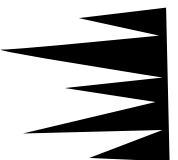
The recommended style of Bed Race is where you, as the host of the event, provide the beds, and then look for teams to race them. The purpose of this style of Bed Race is to make the ability to participate as easy as possible and not limited to those who have the skill, or time, to make their own beds. By providing the beds you also control the safety of the race and the speed of the beds.

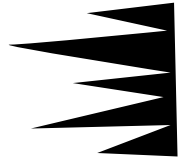
Each installation needs to choose the best beds for your location and resources. Some places to get the beds include:

- Make your own by modifying existing beds
- Have beds made by a metal shop
- Find another cart or devise that can be used as a “bed”

The key is that each of the four primary beds and two back-up beds must be safe and must match in speed. Also, the most important feature is the castors, or wheels. We suggest wheels that are tall enough to clear small rocks and are made of rubber.

We have listed, in the Resource Section, a metal shop named Cowboy Metals, in Denver, CO, that can design and make you a set of beds. You might also look around for other organizations in your area that might have their own race and might own beds. In your budget plan for the cost of the beds and perhaps sheets or mattress pads to be on the beds to comfort the seat of the rider.





DJ & Sound System

Budget for a DJ and sound system for the music at the event. This sound system should also provide a microphone for your use for announcements.

Your DJ might serve as the MC or just concentrate on the music and door prize giveaways. The sound system will need power from a building or from a portable power source such as a generator.

Main Stage Platform

Plan for a main stage platform to be the center of activity. The minimum size should be 16' x 24' x 30" high. The main stage platform should accommodate the MC/DJ and their gear, the scorekeeper and the door prize manager. You will need at least one skirted table and chairs for the workers.

Host the Master Posting Board on the main stage so it is easy for everyone to see and easy for the board manager to post the times.

Master Postings Board

You will need a 4' x 8' board to post the heats, the teams racing and times (at the beginning) and times of the races as you go through the day. The layout for a race of 16 teams is provided in this Manual. We suggest that the board is constructed from plywood or from plastic board. You can paint the grid or use vinyl letters. A professional sign shop is the best place to begin for the production of this board.

Use a wide magic marker to write the teams names and a different color like red to list the race times. Remember the winners progress to the next rounds by their low races times, not by winning their heat.

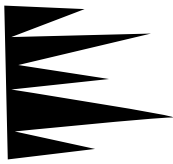
Stop Watches

- You will need a minimum of two stop watches for scoring at the finish line. It is a good idea to have two back-up watches and to use volunteers as back-up timers in case there is any dispute at the finish line.
- You may want a larger timer or display timing system for the fans to see the time as the beds race

Scoring Clipboards

- You need a minimum of two scoring clipboards to keep the timing of the races for the finish line, one for the starting line manager, and one for the scorekeeper.





Bed Race

Staff and Participant t-Shirts

It is important for staff and race officials to stand out and look uniform. Choose brightly colored t-shirts and/or hats for staff only.

For participants choose another style, color and design of shirt that helps to promote the event as they wear them throughout the year. You may choose to create a special shirt for the overall winning team.

Team Identification

Many teams will choose their own uniforms based on their team spirit or their competition in the best dressed awards. These outfits usually make identifying the teams fairly easy. You might also want to use wristbands to show that each team member has checked in and signed the participant waivers and that there have been no substitutions. Wristband vendors are listed in the Resources section.

Bed Race Rules

The Bed Race rules will be discussed by the start line manager at the mandatory team briefing before the event. Extra copies of rules should be available at the main stage platform. The rules will also be on the Bed Race entry form.

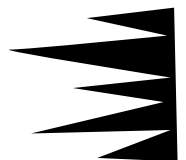
Site Decorations and Course Markings

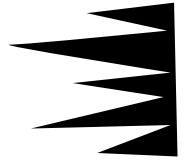
You will need flags to provide markings to outline the race course, cones to delineate the starting and ending points and for the obstacle course, and duct tape, or spray chalk, for the race course. Something will be needed to hold up the pennant flags such as stanchions or barricades.

You might create a large event banner and hang it near or on the main stage. You will need to plan for recognition of any event sponsors with signage or banners. If you just use the name of the event and no date, this banner can be re-used every year.

Award Trophies, Medals or Prizes

First budget for the overall trophy to be kept at the Community Center and displayed with each year's winners. Racing prizes are typically given to each member of the top three teams. This might be trophies or another plexiglass-style award. You might also create winners' t-shirts or other sportswear.



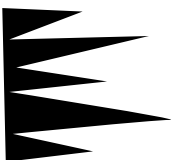


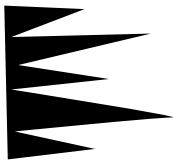
You might create more interesting awards for the other categories such as Team Spirit (megaphones), or Best Dressed (hand mirrors). Use your imagination and have fun!

If you are ordering trophies, remember to include the cost of having them engraved or personalized with the event name, date of the event and winner's name. The award plaque might have to be delivered after the event.

Location Fees

Be sure to determine if there are any fees associated with the use or clean-up of the venue. You may need an extra dumpster to dispose of the trash or trash boxes, gloves and bags for the clean-up.



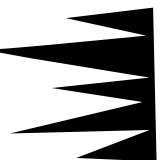


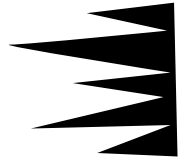
Revenue Generating Ideas

- Charge an admission fee for each team. A sample fee could be to charge a per member fee that includes a participant t-shirt, the double-elimination race and door prize eligibility. \$100 per team or \$20 per person.
- Team Promotional Sponsors: For additional revenue, you can offer team sponsorships. Team sponsors get to display a banner at the event site and can have a display on-site to distribute information or promote their products/services. Teams may get their own sponsors or you can get team sponsors and match them to the teams. Suggested price for a team promotional sponsor is \$250 and includes the opportunity to race if they choose.
- Overall event sponsors: Design a sponsorship recognition system for overall events sponsors. You might work with the marketing or commercial sponsorship office to place sponsors that are already active on the installation or in the local community. All pricing will depend on the overall size and scope of the event

Overall sponsorship levels for a first-year, 16-team event might be:

- Presenting Sponsor: \$5000+ To be listed in all the promotional materials as the USAF Community Center Bed Race Presented by "x"; opportunity to be included in any promotional broadcast and print promotion, logo on event t-shirts, signage on site with a booth and opportunity to design promotions
- Host Sponsor: \$2500 - \$5000 To be on the posters/flyers and on-site with signage and a booth; opportunity to design race promotions; logo on t-shirt
- VIP Hospitality Sponsor: \$1000-\$2500 Opportunity to host a tent for participant and VIP refreshments, on-site signage and booth; small recognition on posters and t-shirts
- Use the custom-designed event logo, and sell merchandise to go along with the event. T-shirts, caps, photo frames and pictures, etc. may all be viable options.
- Combine the Bed Race event with others that could have a fee attached. Some ideas:





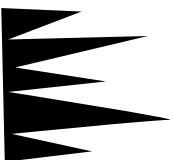
- **Slumber Party** - Have a fun evening event to promote the Bed Race and show movies, sell food and beverages, play twister and other games
- **People's Choice Voting** - Guests can "vote" for their favorite team with spare change. Team with the most "votes" or money raised gets the People's Choice award

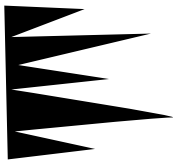
Competitions

- **Fastest Bed Making Contest** – Guests pay \$1.00 to compete to make a twin bed with box sheet, sheet, blanket and pillow. Contest timed with bonus points for neatness and style.
- **Paint Your Pillows Competition** - Guests pay \$5.00 for a pillowcase to decorate at a table of paints, jewels, pens, markers and craft items. Awards given for most creative, most beautiful, silliest, etc.
- **Bouncing the Quarter Contest** - Contest to make the tightest bed. Guests pay \$1.00 to compete.

Refreshment Sales

Depending on the size and scope of the event, you can choose a way to build revenue from concessions. Your guests may want soft drinks, ice cream, snacks and maybe a meal at your event. You might handle concessions and keep the revenue, or rent space to other vendors and/or keep a space rental fee and a percentage of their sales.





Safety Considerations

Your number one responsibility is to insure the safety of your guests and your team members. The MC and the volunteers along the race course are responsible for exercising good common sense and taking charge of making the event safe.

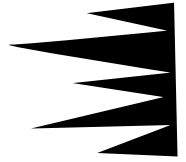
General Rules of Thumb

- Clean the racing areas of all sticks, rocks, trash, etc. prior to the event.
- Keep racing areas away from hills, inclines, cement, trees, and holes.
- Make sure you have an EMT on-site who is certified in CPR and First Aid.
- Have an emergency procedure plan in place and review it with your staff before the event.
- Be sure the MC knows the site emergency procedures. For example, who are emergency calls placed directly to and what is that number?
- Use care when lifting and moving heavy objects. Do not allow staff to carry objects that are too heavy for them. Make more trips rather than carrying a heavy load.
- Set a positive example at all times. Remember that guests and other staff will imitate you.
- Train each team member to ensure they have adequate knowledge to perform their job in a safe manner.
- Enforce standard operating procedures at all times.
- Always have a first aid kit on hand and plan for any small injuries and have the back-up medical plan for anyone with other injuries.

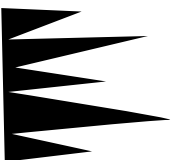
Event Specific Guidelines

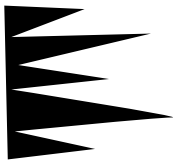
- Start the event with a mandatory briefing for every team member. If someone does not attend and sign in on the master log, they are disqualified. Consider using wristbands to show members are registered.
- At the briefing, demonstrate the correct way to race the bed including the way to start with the rider, the way to stop safely at the obstacle course, the way to restart the bed and the way to control the bed at the finish line





- Answer any questions and explain the actions that will cause penalties such as:
 - Impeding or intentionally slowing another team
 - Substituting any racers in the middle of the day; roster must be the same all day
 - Letting the bed run out of control
 - Dropping hands in the obstacle course
 - Starting the second half of the course before the rider is safely on the bed
 - Penalties will be the addition of 1 second to the overall finishing time
- Be sure you set a safe area for all fans and attendees that is away from the Bed Race course; mark the fan area with pennants, snow fencing or barricades
- Do not have fans watching from the end of the course where a bed might be out of control
- Line the race course areas near the obstacle course and finish line with bales of hay as stoppers for any runaway beds
- Be sure the sound system has coverage in the event area for announcing the race heats and team names as well as emergency announcements
- Check the course after each heat to clean up any rocks or trash; keep a broom or two and some energetic volunteers ready to help keep the course clean
- Depending on the weather conditions, provide a shady area with access to cold water for the racers and officials
- Check each bed after every heat for safety and be sure all of the bolts are tight and wheels are in good working order. It is suggested that you have one or two back up beds ready to go in case one bed is under repair for a heat or two.





Proposed Event Script

Planning Time Allocations:

Program Length

3 to 4 Hours

Pre-Prep

3-4 Hours

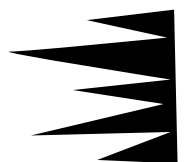
Post

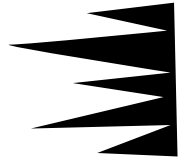
60 to 90 minutes

Time: 3-4 hours, depending on race size

Content: Pre Program Prep

- Check into venue, review any changes or special considerations
- Sign staff in and distribute duties
- Unload all equipment
- Be sure teams are assigned to their first races on the Master Posting Board
- Check on power supply for DJ/sound system
- Put up main stage platform and skirted table/chairs
- Put up platform for Start Line Manager
- Organize area for participant sign in and briefing
- Hang banner(s)
- Line out race course and mark with duct tape or spray chalk
- Place bales of hay along course
- Separate & organize awards. Optional: put awards out on table for display at main stage
- DJ / sound system in place and checked. Review music choices with DJ
- Clean area of trash and debris
- Concessions / food and beverage set up
- Put on staff uniforms
- Place refreshments for volunteers and participants
- Have medical coverage in place



**Time: 2 hours before start****Content: Brief Staff**

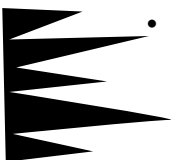
- Overview of the day– participants, team names, VIP's, sponsors
- Review overall event flow & schedule
- Explain overall scoring procedures
- Explain and review all assignments
- Explain the rules in detail, what the staff should look for, and their role. Include how you will run the races, the penalties, how it's scored, and the clean up procedures
- Emphasize safety/emergency procedures
- Meet with scorekeeper to review detailed scoring procedures and tips for making it quick
- Inspect uniforms to insure everyone is dressed appropriately
- Take last minute beverage and bathroom break
- Be set up and ready to operate at least 15 minutes prior to event starting time

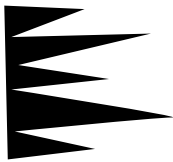
Time: 1 hour before the race

- MC and volunteers greet participants as they arrive
- Teams signed in, sign waivers and get rules to review
- Hand out wrist bands or team ID after they sign in
- Judges mingle and talk with teams
- Start Line Manager conducts team briefing

Time: 15 to 30 minutes**Content: Opening and welcome**

- Have DJ/MC turn on music and set the mood for fun
- MC and volunteers greet participants as they arrive
- MC welcomes group with spirit and enthusiasm
- MC introduces self, and referees for the event
- MC goes over 'housekeeping' notes – where is the bathroom, sunscreen, beverage stations, etc.
- MC reviews overall event and how it will operate
- MC teaches steps to warm-up; referees interspersed in with teams and do warm-up with them
- Perform warm-up to music
- MC reviews scoring of today's events, how it will flow, etc.
- MC explains rules of racing and scoring
- MC announces team spirit and best dressed competition and how these competitions will work
- MC promotes sponsors and on-site activities
- MC conducts an opening ceremony and officially starts the racing. This may include the Best Dressed Competition or cheers for the Team Spirit Award





Bed Race

Time: 3-4 hours

Content: Bed Racing

- Teams line up and race in the order posted on the Main Posting Board at the Main stage
- MC mentions the team names before they race and comments about the style of racing as they go
- MC gets the official times from the scorekeeper and announces the times as they are posted on the Master Board
- MC gives away door prizes to participants and guests
- DJ plays fun upbeat music, and takes special requests for tunes
- Scorekeeper and other judges make notes for team spirit award
- Racing continues until you get to the overall winner for the main division and the Rusty Springs division

Time: 10 to 15 minutes

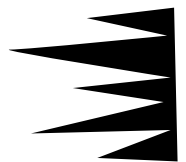
Content: Closing Ceremonies & Awards

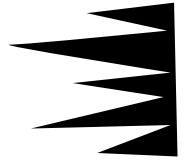
- Awards are presented by the MC, starting with the Team Spirit, Best Dressed and working up to Rusty Springs Division and overall Race Winner. Music coordinated with DJ for presentation. Judges to assist in handing out awards
- MC thanks and recognizes all sponsors
- MC Thanks everyone for coming and reminds of other Community Center activities
- As teams leave, judges thank them for coming

Time: 60 to 90 minutes

Content: Clean-up (Note: For good show, do not begin taking down equipment until after the guests have left.)

- Take down all stages, decor, banners, etc.
- Pull up all line tape or wash off the chalk
- Pick up all miscellaneous equipment (cones, bales of hay, etc.)
- Clean up event area, being sure to pick up all trash
- Arrange to store the racing beds; do repairs if needed
- Thank DJ and other vendors
- Debrief staff for input on event; thank them for their hard work
- Say good-bye to facility/venue staff





On-site Activities

Hanging The Event Banner. The banner should be plastic or rubber to ensure the longevity of its life. Printed on it should be the event logo (and whatever words you'd like to add) such as the name of your Community Center. If you don't use a date, you can reuse the banner every year. Banners usually hang by rope or grommets.

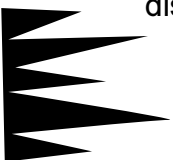
Hang Pennant Flags around the perimeter of the racing area. This is to keep any spectators off of the race course. The pennant flags are in the shape of a triangle and are made of plastic. Some standard flag sizes are only 1 foot long while others may be 2-3 feet long. They are permanently attached to one rope or string, and each string may have at least 30 pennant flags attached to it.

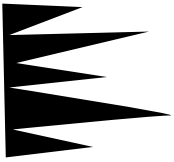
Clear Area of Trash, Debris and Hazards before any of the guests arrive. This will not only help to reduce the possibility of injury, but also make the area look more attractive. You may need to recruit 8-10 people to clean up in order to get the job done as quickly and as thoroughly as possible.

Review Staff Guidelines for each of the following: Master of Ceremonies (MC), Judges, Scorekeeper, Score Runner, Bed Runners, Start Line Manager, Door Prize Manager and Posting Board Manager. Giving a brief synopsis of what is expected of each, before the guests arrive, produces a more smoothly run event.

Care of Equipment needs to be reiterated often. This is not to say that staff members are irresponsible, but this equipment is not theirs. Therefore, their level of awareness and care of the equipment may not meet your standards. Reminding them of what you expect and exactly how to handle, place, and store the equipment will alleviate most problems.

Determine a Smoking, Eating and Drinking Policy for staff, volunteers and participants. Do you want your staff chewing gum? Do you want a volunteer in the corner smoking? Do you mind if people bring in coolers full of food? These items should be discussed and posted on-site.





Bed Race

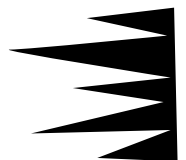
If you choose to allow the staff and volunteers to eat on site, set guidelines. Discuss ahead of time if they will be asked to bring a bag lunch or if you will be buying them lunch. If the event takes place outside and it's a hot day, then you should provide refreshments for the staff and volunteers as well as the participants.

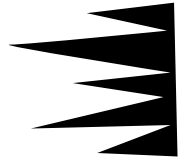
Giving the Staff Helpful Hints should be done just before the participants arrive. Review the rules as well as the flow of the entire event. These "hints" are already printed in the previous section entitled, "Helpful Tips for Dealing with Adults" and "Briefing." Basically, your staff just needs to remember their manners, what their purpose for being there is, safety precautions, etc. But you also should...

Review Emergency/Safety Procedures (Guest & Employee). This needs to be a brief overview of what steps a staff would need to take if any problems, accidents, or safety issues arose. There is a complete and detailed section on "Safety Considerations" that needs to be memorized, as much as possible, and brought on-site to every event.

Review Event Rules & Agenda before every event with your staff. This, again, allows them the opportunity to understand exactly what will be taking place at this event, as well as, what is expected of them. You'll need to include the # of racers on each team, the # of teams, and the total # of people that will be interacting throughout the event. Explain, exactly, the scoring procedures, that they need to relay their scores to the MC after each heat has been run, the rules of the event, how long the entire event will take as well as the allotted time for each section of the event and any other details to make sure your staff is clear on what is expected of them. Everyone, including you should have a copy of the rules and event script with them at all times during the event.

Check To Be Sure Everyone is Uniformed Correctly. Everyone must be wearing the same basic uniform and colors. If they're not they need to have someone bring them the appropriate clothes; if they live close they can go get them, or you'll just have to send them home. Non uniformed events reveal a sense of unprofessionalism and disorganization.





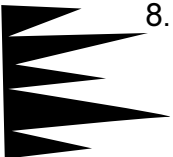
The Rules

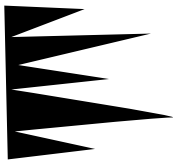
The Racing Beds Themselves:

1. Standard racing beds will be provided to all participating teams. All beds will be tested before the race to insure equal performance for all teams.
2. No modifications can be made to any bed that will be used for racing.
3. Any team which has been found to have changed or tampered with any bed in anyway affecting performance shall be disqualified from the race by a Race Official.

The Race:

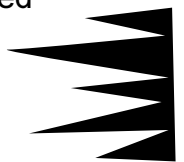
1. All runners and riders must arrive at a designated time for a pre-race briefing on the day of the race. The team captain will receive information regarding where the team is to report and other details regarding other important event activities.
2. All runners and riders must be available to race at the call of the Start Line Manager. Failure to appear within five minutes of the call of the Start Line Manager may result in disqualification.
3. Participating teams will consist of five members; four runners and one rider.
4. Runners and riders must be at least 16 years of age on race day. A parent or legal guardian must sign for a runner or rider under 18 years of age on the Waiver of Liability, and Indemnity and Release for Media Appearances Release Form.
5. On the day of the race, all runners and riders (or legal guardian) MUST have signed the two previously mentioned forms to be able to participate in the race. In no case will any contestant be allowed to participate without his or her signature on these two forms.
6. All runners and riders must wear track, tennis or running shoes suitable for running on the race surface. No bare feet will be allowed.
7. All teams must submit a completed registration form and the non-refundable registration fee with the Bed Race entry form by the posted cut-off date. Registration fees and forms will be collected at the Community Center.
8. The length of the race course will be approximately "x" feet.

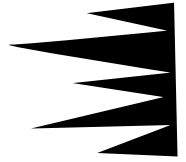




Bed Race

9. At the start of the race, the Start Line Manager will line up beds with the front of the wheels lined up behind the starting line. All runners and riders must be in position for the race. Riders must be in the bed and cannot assist in pushing the bed in any way. Runners are the only team members who can push the bed through the course of the race. At the start, the runners will race their bed to the STOP LINE of the OBSTACLE COURSE.
10. The four runners must stop the bed completely at the OBSTACLE COURSE without outside assistance so that all wheels are behind the STOP LINE.
11. All team members are required to participate in the designated stunt at the OBSTACLE COURSE. The stunt will be the joining of hands, under the legs of the members in front and in back of you and running through a line of obstacles.
12. The rider must remain in the bed until the bed has been brought to a complete stop behind the STOP LINE. Should the rider exit the bed before it has come to a complete stop, the rider will be required to re-enter the bed and exit after the bed has been stopped. Failure to do so will result in disqualification.
13. The rider, when participating in the stunt at the OBSTACLE COURSE, must exit and re-enter the bed over the right or left side of the bed. Should the rider exit or re-enter from the front or rear of the bed, the rider will be required to exit or re-enter, or both, in a legal manner before the team can maneuver through the OBSTACLE COURSE. Failure to do so may result in disqualification.
14. Upon completion of the OBSTACLE COURSE, the runners and rider will then proceed to race a 2nd bed to the FINISH LINE. The team may resume facing to the FINISH LINE as soon as all team members have returned legally to the bed. This will include the rider being completely inside the bed.
15. Any failure in the stunt such as breaking of the hands during the navigation of the obstacle course will result in a penalty and 1 second assessed to the race time. At the time of a break in hands, the team must stop and rejoin hands before they proceed through the course. A maximum of two 1 second penalties may be earned by each team.
16. When the front wheels of each bed cross the FINISH LINE, the bed will get an official time. The finish will be recorded by a judge with a stop watch or other time-recording device. NOTE: Runners breaking the plane of the line before the bed does not constitute a faster race time.
17. After each team has raced once, the fastest teams will compete in a double elimination event.

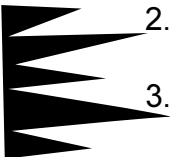


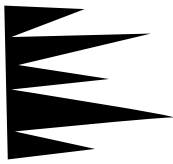


18. In this double elimination event, first round losing teams will continue to race in the Rusty Springs bracket. This will insure all teams of competing in at least two races. The winners of the Rusty Springs division will also get awards.
19. Teams which have the fastest times and win their initial race will move on past the first round and continue to compete until they are defeated. Once a team has progressed past the first round and is defeated, the team will not be eligible to compete in the Rusty Springs bracket.
20. At the FINISH LINE, the runners must maintain complete control over the bed until after it has been brought to a complete stop. If the bed is released before it crosses the FINISH LINE, the bed will be considered out of control and thus disqualified.
21. During the course of the race, any team which interferes with or impedes the progress of an opposing team will be disqualified.
22. Race rule violations may result in disqualification at any time during the race.
23. When teams sign in their five members at the beginning of the day, these members must remain the same while the team is competing for the entire race day. Photo ID's may be checked before any race to verify team members' identity. There are no substitutions. In case of injury, a team will race with less team members.
24. Protests will be handled by the Race Chairperson or his/her designee. In most cases, the Race Chairperson will rely on the judgment of Race Officials when protests arise. The Race Chairperson's decisions are final.
25. RAIN PLAN: The Bed Race will be held as long as the course is safe. A rain date may be set by the committee.
26. Practice Session: The Bed Race will host a practice session with the racing beds on a date stated in the entry form. Any teams may sign up for 30 minutes of practice with a racing bed and with the obstacle course.
27. The Bed Race field is filled on first-come-first-served basis.

The Prizes

1. Participants will race against the clock for the grand prize of their names on the USAF Bed Race trophy kept on display at the Community Center. Each of the 5 team members will also get individual trophies.
2. Prizes will be given for places 2 and 3 and for the winners of other awards as judged by the Race Officials
3. All participants are eligible for overall door prizes, given during the race.





Scoring Procedures

Suggested Scoring and Award Categories

There are numerous awards you can design for this event. For the sake of this manual, we've included these examples:

- Overall champion: Fastest Bed
- Rusty Springs Division winner
- Second Place
- Third Place
- Most Spirited Team
- Best Dressed/Most Creative Costumed Team

You can come up with your own awards and your own name for the awards. Be creative and have fun. Remember to give awards for fun categories in addition to the fastest bed award.

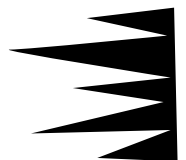
Door Prizes and Giveaways

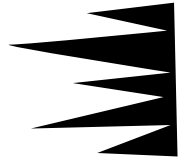
We also suggest that you gather as many door prizes as possible so that all day you can draw for winners from the participating teams and the fans. Door prizes might be simple like free passes to bowling or free dinners at the club or might be bigger like items from the local community.

It is great to give every bed racer an official participant t-shirt as part of their registration fee. These shirts should be designed only for participants and should be different from the staff/volunteer shirts or any shirts that you sell to the general public. The goal is to recognize and honor the racers not only at the event but around the installation after the event. The hope is that the shirts are really cool and that the racers become a walking promotion for the Bed Race event.

Award Design Options

- Overall trophy that can stay in the Community Center with the winners name each year added to the base
- Small trophies or plaques for each member of the winning team
- Smaller award, or silly award, for the winners of the Rusty Springs division
- Smaller plaques for second and third place teams (5 each team)
- Customized hats, t-shirts or other wear-ables for winners





Keeping Track of Racing Scores

Keeping track of the bed racing scores during the heats will be handled by the two finish line judges in cooperation with the MC or volunteer that the MC has designated as the scorekeeper. Scoring should be designed to be easy for the staff to tally so that mistakes are not made during the scoring process. The MC or Scorekeeper will keep a master score sheet of all the team scores on a clipboard. This clipboard should never leave their side as teams like to cheat and will change the scores if they are given an opportunity. The times are also posted on the Master Posting Board so the racers can see how they are doing after each heat.

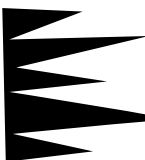
Here is a sample of a Master Posting Board and scoring sheet for the event. The first races can be chosen by random or can be placed based on the date they registered their teams for competition. Since the beds are matched in quality and speed, the teams are racing against the clock, not each other. Teams only race against each other in the final races of each division.

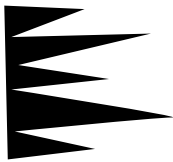
During the race and associated activities, the scorekeeper, referees and other volunteers should choose their top contenders for the team spirit and best dressed awards. These competitions can just happen during the overall event and be awarded at the end, or can be intentionally staged as part of the fun. For team spirit, you might ask each team to come with an official team cheer and be ready to compete before their first race. For best dressed, you might parade the teams around the race course before the event and have the MC lead the crowd in choosing the winners. Note: teams might want to have one set of costumes for the best dressed awards and change into other safer clothes for the race itself. You need to make the rules for this up front so it is fair to all teams.

Bed Racing

The racing portion of the event is done in heats of two beds, each racing on parallel courses on matched racing beds. The racing is against the clock. If there is an odd number of competitors, the last bed in the first round of heats can race only against the clock .

The times are tallied for each heat and then ranked from the fastest to slowest. The fastest teams will move to the next series of races on the Master Heat Board and the process will repeat again. After the first set of races, the slower racers get a second chance by competing in the Rusty Springs Division in the lower brackets of the master heat board. When a team loses in the lower bracket, they are out of the race.





Bed Race

Starting the Race

The racing teams must report to the Start Line Manager and must be lined up behind the start line and ready. The Start Line Manager will use a bullhorn if needed to magnify his/her voice and will say “Ready, set and GO!” On GO! They will shoot a starting gun or sound a horn to signify the race is officially underway.

On the sound of the starter, the Finish Line Judges will start their stop watches. The official race time for each bed will be determined as the front wheels cross the finish line. The line judges must only score the bed when the wheels cross the finish line, not the body of any runner.

Start and Finish Lines

We suggest you use yellow duct tape as your start and finish lines. The bright color is easy to see for the judges. You might choose another color of duct tape for the race course boundaries and the bed staging areas. Tape resources are listed in the Resource section. Depending on your site, you can also use spray chalk or paint. See the bed race site diagram, later in this section, for a suggested course layout.

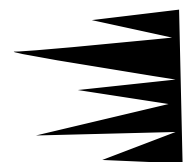
Recording the Times

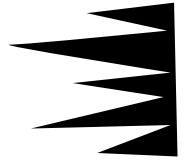
After each heat, a runner volunteer will take the two bed race times to the race scorekeeper who will be responsible for recording and posting the official times. Finish line judges will record the bed team name and official time on the time sheet and the runner will take both sheets to the scorekeeper. It is important to write down the complete time for accuracy in judging the bed racing. For example: 1:04 is incomplete. Give the 1/100 time also, 1:04:10.

If there is a tie in a round and two teams have the exact time, the scorekeeper may choose to have a race off to determine who moves on to the next set of heats.

Choosing the Overall Winner

The competition grid will lead to the race off between the two fastest teams. This race can be done against each other instead of the clock to add to the drama and fun. It is important to add extra finish line judges on the last race to be sure you can agree on a clear winner.





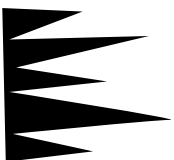
Suggested Number of Teams

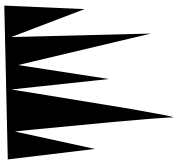
Sixteen teams work best in the double elimination bed race.

Sixteen teams create 8 heats in the first round of the main division, then 4 heats in the second round, then 2 heats in the third round and a final race for victory. The Rusty Springs Division then has 4 heats in the first round, then 2 more heats and the winning race.

This would create a total of 22 races for the day.

With opening and closing awards ceremonies, races that take 5-7 minutes per heat, plus some administrative time between rounds, the overall event will last 3-3.5 hours. Event times will depend on the overall length of the race course, speed of competition and the racing speeds of the beds.





Staff and Volunteer On-Site Roles

Master of Ceremonies (MC)

The MC is in charge of coordinating the entire event and acting as show host. The MC is responsible for the show and entertainment value of the event, and must work hand-in-hand with the organizer to keep things on track. (Note: See the staffing guidelines in the “General Tips” section for hints on choosing a good MC)

The MC's Goal:

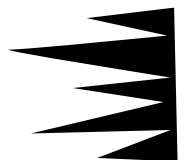
- To insure that the Community Center *a/ways* delivers a top quality event that will exceed the expectations of your participants
- Insure the safety of the guests
- Control the flow of the event for a fun-filled and exciting experience
- Announce the heats and teams racing, plus the teams to report for staging for the next race
- To announce the heat winners (by time) and the times of the next races
- To give away door prizes to the competitors and guests during the events
- To run the awards ceremony at the end of the races

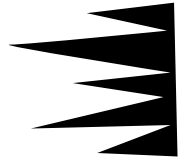
Job Description

The MC is in charge of directing the staff and running the event. Their main function is to entertain the group while keeping the event running smoothly within its designated time frame. At the end of the event, the MC should deliver an exciting, yet meaningful closing, so that the participants will remember the event.

Working with the committee chair, they will also help coordinate the event from set-up through clean-up designating staff duties and being sure that all tasks are completed. The MC is also the individual who all injuries, problems, or other important information should be reported to.

The MC is solely responsible for the enjoyment level of the audience by entertaining them throughout the event. He should consider trying to get all points across in an humorous and fun manner.





The MC is responsible for coordinating with the chairman to be sure that the start line manager, line and obstacle judges and runners are aware of the exact flow of the event as well as what their duties are during the event.

The MC will make announcements to push the sales of sportswear or food and beverages and will do announcements to recognize sponsors. Above all, the MC needs to remember to **have fun** and be energetic!

Scorekeeper

The Scorekeeper is responsible for keeping track of all the times for each heat and ranking them from the fastest to slowest in order to advance the fastest teams to the next rounds of races. The scorekeeper sits near the MC at the Main Stage table and records the information from the finish line judges score sheets. The scorekeeper can post the times on the Master Posting Board or may give them to a Master Posting Board manager to post.

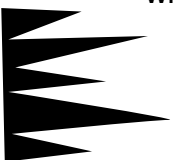
The Scorekeepers Goals

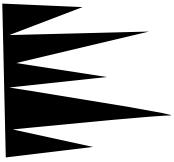
- Insure accurate recording of all times
- Supervise accurate posting of team races and race times
- Assist MC with the flow of the races and announcements
- Monitor overall course safety and cleanliness
- Collect feedback for spirit and best dressed or other creative awards
- Help present ongoing door prizes and final awards

Job Description

The Scorekeeper manages the scoring process. A score sheet reflecting the team match ups from the master board is developed reflecting space for all the teams and their times. In addition, the sheet should have a place for each of the special awards to be presented.

During the race, the scorekeeper keeps an eye out for potential contenders for all the special awards, and jots notes to remember later. They can also assist the start line manager in helping the teams get to the staging area and enforcing safety standards. In the case when a 'technical inspection' of the beds is needed, either the scorekeeper or the MC can make the decision in conjunction with the Start Line Manager.





Bed Race

During the races, the scorekeeper watches the races to help the referees in case of disputes. They also help watch for safety problems. At the end of the day, the Scorekeeper, the MC and Line Judges determine the spirit and best dressed award winners. The scorekeeper can help present awards at the end.

Door Prize Manager

Sitting with the MC and scorekeeper is the Door Prize Manager. The role of the Door Prize Manager is to develop a fair system to award door prizes throughout the day to the participants and to the attendees. There will need to be some way to register to win. Pre-register all team members so they can win door prizes too!

The Door Prize Manager may choose to announce the winners and have the prizes immediately picked up at the main stage, or may post the winners on some type of overall prize board.

The door prize manager should assist the scorekeeper and MC with the overall running of the event and the judging of the creative award categories.

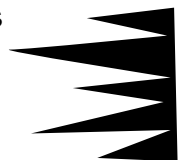
Master Posting Board Manager

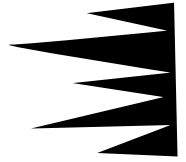
The final person at the Main Stage is the Master Posting Board Manager. This person works with the scorekeeper to be sure the correct names and times are posted on the board. This function may be done by the MC or scorekeeper. The key here is professional and easy-to-read handwriting. You might recruit a professional sign painter to help you here!

Start Line Manager

The Start Line Manager is the key to briefing and managing of the teams and the races. This person must have a good working knowledge of the team names and the flow of the races. They are responsible for the pre-event mandatory meeting with all teams to discuss the rules and go over all safety regulations. They supervise the lining up of the two teams that are racing and the staging in ready position of the “on deck” teams for the next race. They are the front line for answering questions from the teams and they actually start the race with the starting gun or horn.

It is helpful to have a 4 x 8 small platform for the Start Line Manager to use or at a minimum to have a step ladder or some way for them to get up over the heads of the races for announcements and the starting of the race.





Judges

There are a variety of judges that make the Bed Race work:

- Start Line Judges (2)
- Obstacle Course Judges (4)
- Finish Line Judges (2)

Judges overall goals:

- Insure each participant has a fun and safe experience
- Enforce the rules and assist with scoring
- Infuse enthusiasm and energy into the event

Job Description

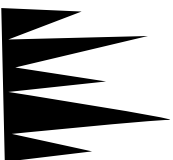
The primary responsibility of the judges during the event is to monitor their assigned area, assist with racing and scoring, and generate enthusiasm throughout the event. They are also responsible for helping with the set-up and tear down of the event.

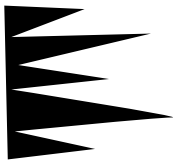
Upon arrival, the judges will follow the Chairperson's directions to get the course set-up. This includes being sure the area is clean and free of rocks, stones, etc., lining out the course with the duct tape, or spray chalk, setting up the main stage and setting up the pennants.

Once the participants arrive, the judges will assist with getting the teams registered at the start line area, and will remind them of the briefing. The judges will mingle with the participants answering questions regarding the rules.

Start Line Judges

The start line judges get the teams staged on the beds and watch to be sure that they have a fair start. The bed wheels are not allowed to be on or over the start line. And the team may not move forward past the start line until after the starting gun or horn. If a bed begins the race before the starting sound, they have one chance for a restart. On the second false start, the team is disqualified and has no time for that race. If this is the very first race, the team may move to the Rusty Springs Division. If it is later in the racing, the team will be out of the event.





Bed Race

Obstacle Course Judges

Each course has two judges assigned to watch the team as they navigate the Obstacle Course. The Obstacle Course Judges stand on the outside of the course, one near the beginning of the course and one near the end. To complete the Obstacle Course, teams must fully lock hands between their legs before they cross the first start line of the obstacles. The team must never release hands until after they cross the ending line to the obstacle course section.

Any break in the hands will cause the judge to raise their penalty flag. On a break in the hands, the team must stop and rejoin hands before running again. If the team drops hands again, the second Obstacle Course judge may award a second penalty. Again, the team must stop running and reconnect their hands before they proceed. Obstacle Course Judges will keep the penalty flags in the air until the end of the heat and the acknowledgment of the penalty times by the Finish Line Judge.

The Finish Line Judge will add one second to the race time for each penalty maximum penalty is two seconds.

Finish Line Judges

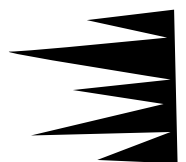
The Finish Line Judges will keep the official time for each team in their lane. They will start the stopwatch on the starting sound (gun or horn) and will stop the watch when the front wheels cross the finish line. Judges record the times on the official score sheet and give the sheet to the runner to give to the scorekeeper at the main stage. The Finish Line Judges will record a one second penalty (maximum two seconds) for each flag indicating an obstacle course rule infraction.

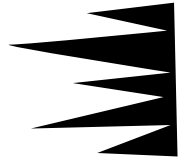
General Judge Activities

Judges may also assist in presenting the awards. Lastly, they will mingle with the participants and thank the teams, inviting them to join in again next year.

Bed Runners

Bed Runners move the beds back to the staging positions after each heat. We suggest two runners per bed per lane. The beds from the first racing leg are returned to the staging spots before the start line. The beds from the second leg of the race are returned from the end of the race to the bed staging area at the end of the Obstacle Course.



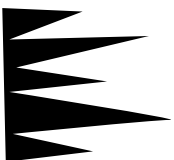


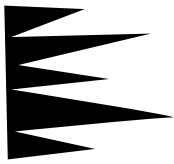
Clean Up Volunteers

Once the event is completed and the guests have departed, clean up can begin. This should be done as quickly and efficiently as possible. It is the responsibility of all of the volunteers to clean up the race course and surrounding areas and to leave the venue in good condition. This ensures that the staff of the facility will welcome the event back on their property the next time. Effective clean up is a key component to building good relationships.

Event Photographer

You might also choose a volunteer to be the event photographer and to document all the fun of the day. Take photos of each team and be sure to cover the antics of the best dressed competition. Take action shots at race level at the obstacle course and capture some of the close finishes. Be sure you cover any sponsor signage and on-site activities to be used for the sales of the next year's race. You might choose to hire a professional photographer for this role.





Post Event Activities and Checklist

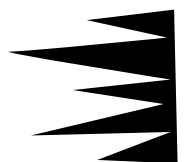
Clean-up Procedures means, all equipment must be properly counted and stored for the next use. Also, all of the trash or debris needs to be cleared so that the area looks better than when you arrived. This will make event site's staff very happy and they will want to help you when you come back for another event.

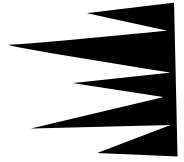
The Evaluation/Review Event with Staff needs to be done after EVERY event. The staff tends to see and hear things that you may not be able to see or hear. You can't be everywhere at once to see EVERYTHING that is going on. Therefore, listening to the staff at the end of the event can be beneficial to you.

They may hear things that the guests said about future events. Or, they may have heard someone say they weren't having any fun. You should ask them what went well for them during the event and what did not go well. Their feedback can help you and the Community Center gain some outside perspective and it gives the staff a sense of ownership and value. Also, tell them your thoughts on the overall event.

Checklist

- _____ Debrief with staff to determine improvements for next event
- _____ All equipment and supplies cleaned and put away
- _____ Completed inventory list of all supplies, for reference for next event
- _____ Thank yous to all staff and volunteers, venue, suppliers
- _____ Pictures submitted to base newspaper, TV, headquarters
- _____ Pictures posted in Community Center & other appropriate locations





Promotions and Publicity Ideas

The USAF Bed Race is an annual opportunity for the Community Center to shine, to build great public relations and increased use of the Center. We have designed the logos and posters to build the USAF Community Center brand and to reflect the fun and energy of the event.

Suggested Goals

- Goal 1:** Gain participants for the Race
Measurement of Success: Applications picked up at the Community Center and number of racers
- Goal 2:** Gain positive media coverage for the Community Center
Measurement of Success: Coverage in base and local community media
- Goal 3:** Build the “brand” of the Community Center by reflecting fun, energy and well-organized activities
Measurement of Success: Word-of-mouth reputation of Community Center and feedback from command or opinion of leaders

Tool and Tactics

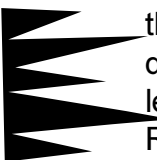
To promote the Bed Race, your press kit should contain the following tools:

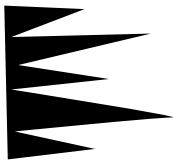
- Fact Sheet
- Registration Form
- Promotional flyer and/or poster
- Artwork for print media ad
- Press release on the Bed Race
- General information about the Community Center

Tactics to promote the Bed Race include:

Creating A Press Release and Fact Sheet

Start by getting the word out about the Bed Race with a press release to all print, radio and television outlets. As it mentions in the General Tips section, begin with a fact sheet to give the basic details of the event. These facts can be published on Bed Race letterhead or on your Community Center letterhead with a Bed Race logo.





Bed Race

The Fact Sheet should have basic details such as the overview of the event, date, time, place and point of contact information. With the Fact Sheet, include a press release with more event details in copy form featuring how to participate, costs to participate and other associated activities. It is good to include a reproducible black and white copy of the event logo for print publications or to send a business-card size ad with a request to run it as promotion.

You may also include other information about the Community Center such as an overall year schedule or promotions of other services. Remember to have the business card of the point of contact or the point of contact printed on the fact sheet and releases.

The Press Release and Fact Sheet may be placed in a folder or other container to hold the materials. This again is an opportunity to use creativity and to get noticed. At a minimum use a brightly colored envelope and the Bed Race logo on the outside. If you want to get really creative, attach a small pillow or another theme item.

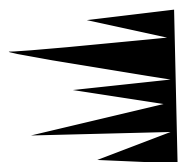
Distributing Press Kits

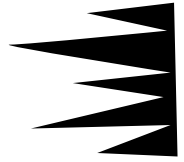
Working with Public Affairs and Services Marketing, these materials should be sent to the key contacts who determine coverage in local newspapers, magazines, radio and television. Be sure you have the correct contact (and contact name spelling) at each media outlet, and make a follow up call to each contact person to ensure the information was received, and to answer any questions.

These follow-up calls are also a time to offer on-site press credentials and opportunities to meet the teams and to get great photos or interviews. You could offer opportunities for special feature stories. Contact with outside media sources should be coordinated with the installation Public Affairs Office (PAO). In the *Forms & Samples* you will find a sample special event letterhead (E), a sample press release (G) and a sample fact sheet (F).

Flyer/Poster Campaign

Use flyers and/or posters to get the word out early and recruit a field of racers. By providing the racing beds and time to practice, you make it easy for any team of five to get into the fun.





Look for new and effective places to post Bed Race information including:

- Insert flyers into paychecks or pay stubs
- Post on housing unit bulletin boards
- Send home with daycare and youth center kids
- Create tray liners and use in the dining halls

Distribution of Team Registration Forms

The Community Center is the place where anyone can pick up a team entry form. You may also consider having forms available at the fitness center. The forms outline all event rules, timing and the winners' recognition/prizes. The forms also promote other related activities and their details.

Bed Race Promotion Team

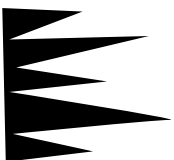
Use the most powerful tool, word-of-mouth, by forming your Bed Race promotion team. Dress up energetic and fun spokespeople and send them out with flyers to go and recruit teams. You might follow the theme and wear "pj's" or event t-shirts. The goal is to personally invite racers and to take the time to promote the fun and to answer their questions. Be sure to take the entry forms with you.

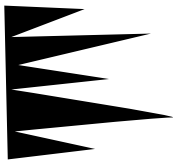
Decor and MORE!

Make an impact and have fun by decorating the Community Center with Bed Race themed items. Try the following:

- Overstuffed pillows with the logo and dates on them
- Sheet signs
- T-shirts on display and on the workers
- A bed display with the listing of prizes
- A trophy on display
- A posting of teams entered and a challenge to other teams

Remember to make the entry forms easy to pick up by putting them on display or putting a sign out front to ask for Bed Race entry forms **HERE!**





Problem Solving

This section is to help you gain an understanding of what types of problems may occur during an event and how to quickly solve them. It also contains hints to help you prevent the problems from happening in the first place. Above all, the more detailed information you know about the participants, the venue and your staff, the more easily you can resolve any problem that might arise.

If it rains.....

Safety is the key to calling the race. Plan ahead for a rain date in case of really bad weather. No one wants to stand in the rain and watch the beds race. And the participants won't have as much fun without spectators. Also, there is no sponsor value if no one watches the event or can't see the event because of rain.

If it rains early and the course can be dried, you can still conduct the race. The key will be if the tape will stick to the course to make the lines for the areas.

Set a rain date and put it in all materials so that racers know that the race will happen if you have a rain delay. Be warned that the race delay may cause some teams to want to withdraw and get their entry fees back. We would suggest you offer the ability for substitutions in case of a race delay but not offer refunds under any circumstances.

If a bed is out of control...

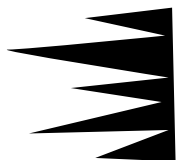
There should never be a time where a bed is out of the control of the pushers. It is important to stress this fact in the team briefings and to use bales of hay along the obstacle course and at the end of the race.

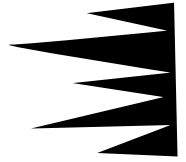
If someone hurts their ankle.....

Carefully, remove them from the racing area, get them some ice, and elevate their foot. If it is severe, take further steps to seek proper medical attention.

If you choose to extend the time of the event.....

Make sure that your staff can stay. If there is a DJ, make sure he can stay and find out what rate he will charge for overtime. Then, make sure that the area where you are holding the event is available for a longer period of time. It is best to plan in advance for the event running over time.





If you don't know how many teams can race

The *preferred* number of teams for an easy grid for double elimination is 16. With 5 members on a team, that is 80 participants and 22 races. The next easy size is 32 teams and 44 races. You can have as many teams as you want by working them into the racing grid.

If A bed breaks during the race.....

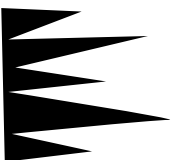
The judges will watch the race of beds to be sure there is no trouble with the quality of the beds. If a bed breaks during the race, the heat can be cancelled and the race rerun with the substitution of a properly working bed. It is good to have people on site to repair beds and to inspect them after each heat to be sure they are in working order.

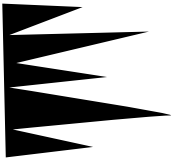
What if someone gets hurt during the race....

The team must continue to race with the healthy team members. There can be no substitutions once the race is started.

What if there is a tie in the final race....

If there is a tie just re-race the two finalists to find the winner.





Bed Race Samples

The Logo

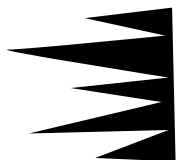
Black and White Logo

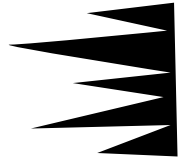


Two Color Logo



Color Break out
PMS 280 (USAF Blue)/PMS 116 (Yellow)
(Uncoated)





Sample Letterhead



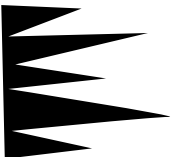
Your installation
1st Annual Bed Race

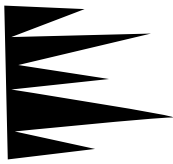
Date of Race
Location of Race

Address1, Address2 City, State, Zip • Phone • Fax

Organizing Committee: Committee name • Committee name • Committee name • Committee name
Committee name • Committee name • Committee name • Committee name

Sponsors: Sponsor name • Sponsor name • Sponsor name





The “Your Installation” Bed Race

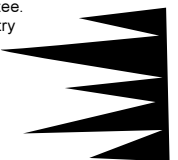


Team name: _____
Team Captain: _____
Member #2: _____
Member #3: _____
Member #4: _____
Member #5: _____
Captain phone number: _____
_____ \$100 Entry fee enclosed

The Rules

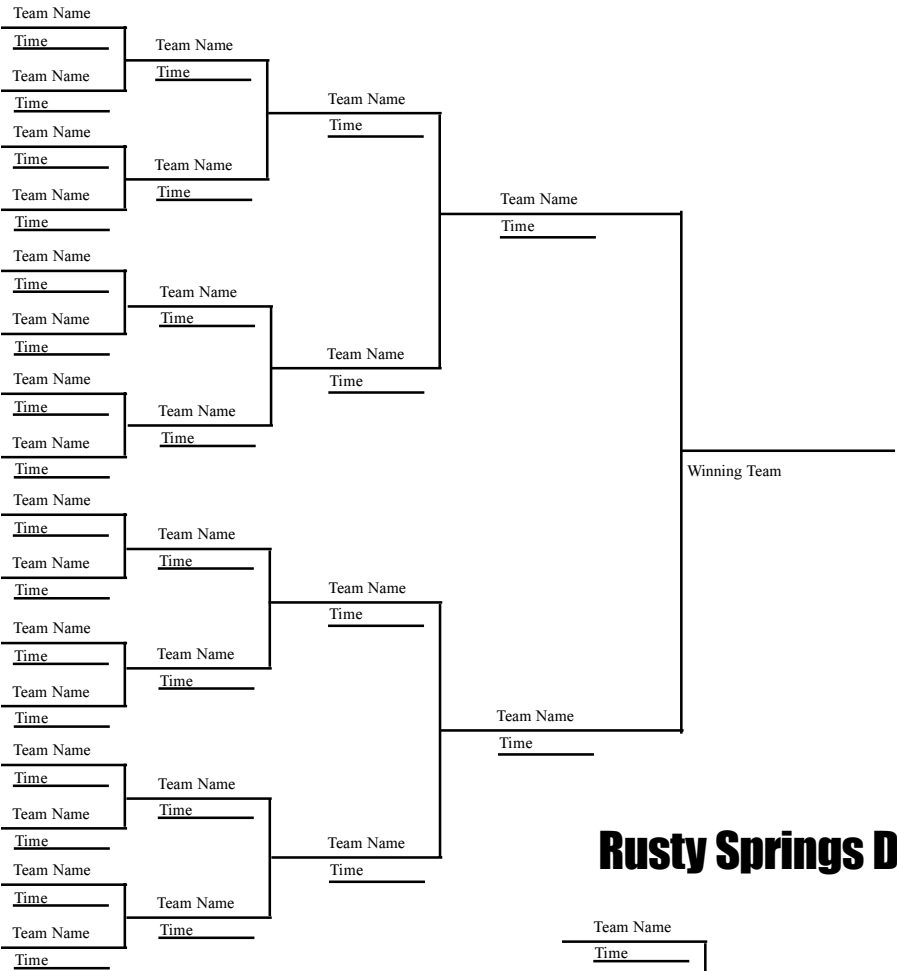
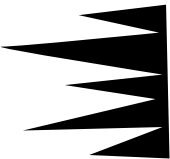
1. All runners and riders must arrive at a designated time for a pre-race briefing on the day of the race. The team captain will receive information regarding where the team is to report and other details regarding other important event activities.
2. All runners and riders must be available to race at the call of the RACE OFFICIAL. Failure to appear within five minutes of the call of the RACE OFFICIAL may result in disqualification.
3. Participating teams will consist of five members; four runners and one rider.
4. Runners and riders must be at least 16 years of age on race day. A parent or legal guardian must sign for a runner or rider under 18 years of age on the Waiver of Liability, and Indemnity and Release for Media Appearances Release Form.
5. On the day of the race, all runners and riders (or legal guardian) MUST have signed the two previously mentioned forms to be able to participate in the race. In no case will any contestant be allowed to participate without his or her signature on these two forms.
6. All runners and riders must wear track, tennis or running shoes suitable for running on the race surface. No bare feet will be allowed.
7. All teams must submit the non-refundable registration fee with the Bed Race entry form by the posted cut-off date to the Community Center.
8. The length of the race course will be approximately “x” feet.
9. At the start of the race, the STARTING LINE MANAGER will line up beds with the front of the wheels lined up behind the starting line. All runners and riders must be in position for the race. Riders must be in the bed and cannot assist in pushing the bed in any way. Runners are the only team members who can push the bed through the course of the race. At the start, the runners will race their bed to the STOP LINE of the OBSTACLE COURSE.
10. The four runners must stop the bed completely at the OBSTACLE COURSE without outside assistance so that all wheels are behind the STOP LINE.
11. All team members are required to participate in the designated stunt at the OBSTACLE COURSE. The stunt will be the joining of hands, under the legs of the members and the running through the line of obstacles.
12. The rider must remain in the bed until the bed has been brought to a complete stop behind the STOP LINE. Should the rider exit the bed before it has come to a complete stop, the rider will be required to re-enter the bed and exit after the bed has been stopped. Failure to do so will result in disqualification.
13. The rider, when participating in the stunt at the OBSTACLE COURSE, must exit and re-enter the bed over the right or left side of the bed. Should the rider exit or re-enter from the front or rear of the bed, the rider will be required to exit or re-enter, or both, in a legal manner before the team can maneuver through the OBSTACLE COURSE. Failure to do so may result in disqualification.
14. Upon completion of the OBSTACLE COURSE, the runners and rider will then proceed to race their bed to the FINISH LINE. The team may resume facing to the FINISH LINE as soon as all team members have returned legally to the bed. This will include the rider being completely inside the bed.
15. Any failure in the stunt such as breaking of the hands during the navigation of the obstacle course will result in a penalty and 1 second assessed to the race time. A maximum of two 1 second penalties may be earned by each team.
16. When each bed crosses the FINISH LINE, the bed will get an official time. The finish will be recorded by a judge with a stop watch or other time-recording device. NOTE: Runners breaking the plane of the line before the bed does not constitute a faster race time.
17. After each team has raced once, the fastest teams will compete in a double elimination event.
18. In this double elimination event, first round losing teams will go to the Rusty Springs bracket. This will insure all teams of competing in at least two races. The finalist in the Rusty Springs bracket will compete against the finalist in the Championship bracket in the final race to determine the overall winner of the Bed Race.
19. Teams which have the fastest times and win their initial race will move on past the first round and continue to compete until they are defeated. Once a team has progressed past the first round and is defeated, the team will not be eligible to compete in the Rusty Springs bracket.
20. At the FINISH LINE, the runners must maintain complete control over the bed until after it has been brought to a complete stop. If the bed is released before it crosses the FINISH LINE, the bed will be considered out of control and thus disqualified.
21. During the course of the race, any team which interferes with or impedes the progress of an opposing team will be disqualified.
22. Race rule violations may result in disqualification at any time during the race.
23. When teams sign in their five members at the beginning of the day, these members must remain the same while the team is competing for the entire race day. Photo ID's may be checked before any race to verify team members' identity.
24. Protests will be handled by the RACE CHAIRPERSON or his designee. In most cases, the RACE CHAIRPERSON will rely on the judgment of RACE OFFICIALS when protests arise. The RACE CHAIRPERSON'S decisions are final.
25. RAIN PLAN: The USAF Bed Race will be held as long as the course is safe. A rain date may be set by the committee.
26. Practice Session: The USAF Bed Race will host a practice session with the racing beds on a date stated in the entry form. Any teams may sign up for 30 minutes of practice with a racing bed and with the obstacle course.
27. The Bed Race field will be filled on first-come-first-served basis.

If you have questions regarding the rules, please call _____. Please make sure all members of your team have read the rules since they will be signing a participant waiver on-site saying they will participate in this event and abide by the rules.

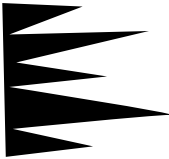
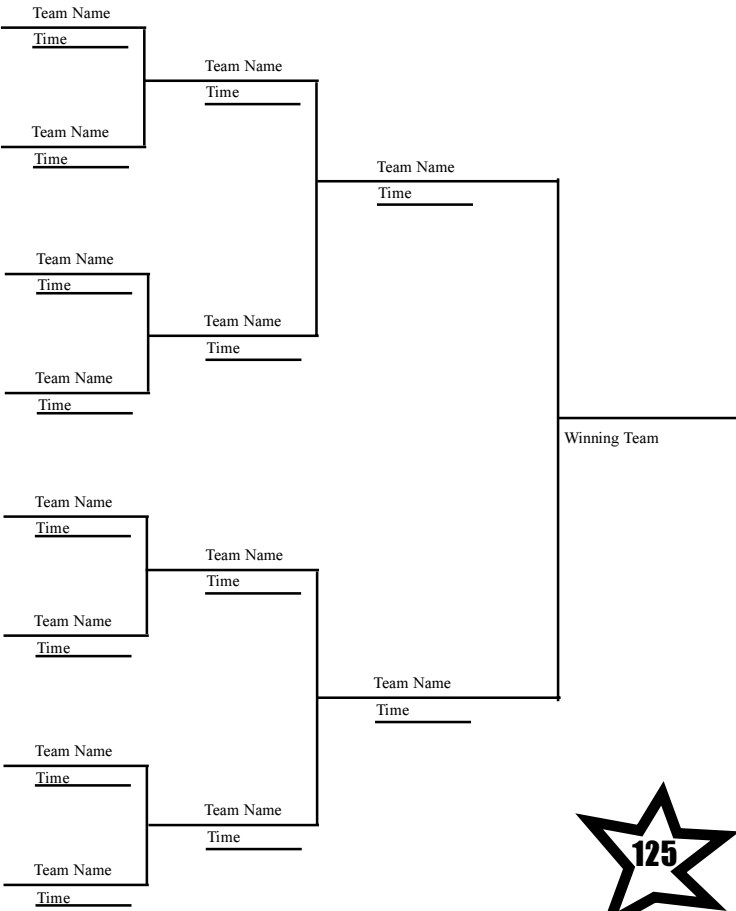


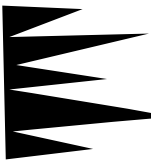
Master Posting Board

Bed Race Samples



Rusty Springs Division





Bed Race Samples

Team Name				
Time				
Team Name	Team Name			
Time	Time			
Team Name		Team Name		
Time		Time		
Team Name	Team Name			
Time	Time			
Team Name		Team Name		
Time		Time		
Team Name	Team Name			
Time	Time			
Team Name		Team Name		
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Team Name	Team Name			
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Time	Time			
Team Name		Team Name		
Time		Time		
Team Name	Team Name			
Time	Time			
Team Name		Team Name		
Time		Time		
Team Name	Team Name			
Time	Time			

Official Score Sheet



Winning Team

Rusty Springs Division

Team Name				
Time				
Team Name	Team Name			
Time	Time			
Team Name		Team Name		
Time		Time		
Team Name	Team Name			
Time	Time			
Team Name		Team Name		
Time		Time		
Team Name	Team Name			
Time	Time			
Team Name		Team Name		
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Time	Time			
Team Name		Team Name		
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Team Name		Team Name		
Time		Time		
Team Name	Team Name			
Time	Time			

Winning Team

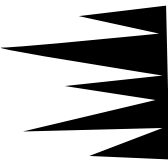
Other Awards

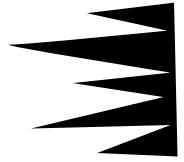
Best Dressed: _____

Team Spirit: _____

Award: _____

Award: _____





.....



Bed Race Heat Score Sheet

Heat #: _____

Team: _____

Time: _____

Penalty time added: _____

Final time: _____

Judge Name: _____

.....



Bed Race Heat Score Sheet

Heat #: _____

Team: _____

Time: _____

Penalty time added: _____

Final time: _____

Judge Name: _____

.....



Bed Race Heat Score Sheet

Heat #: _____

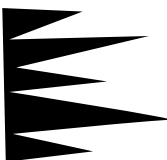
Team: _____

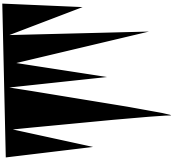
Time: _____

Penalty time added: _____

Final time: _____

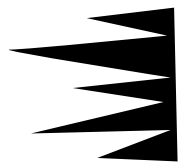
Judge Name: _____

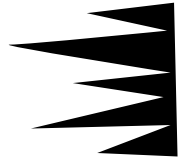




Bed Race Samples

Sample Site Map





Volunteer and Participant Waiver

This is a sample waiver not a legal document. Please get legal advice to create your own binding legal document.

.....

Bed Race Release and Waiver of Liability:

In consideration of my participation in the 2000 Bed Race and any activity or event thereof, (the "Event"), the undersigned hereby release and discharge "your installation", the City of "x", the State of "x" and all other companies, organizations, sponsors and individuals affiliated with or participating in the Event (collectively, "the Event Personnel"), and the officers, directors, agents, employees, or anyone acting on behalf of the Event Personnel, from any and all claims, demands, or actions for personal injury, property damage, or any other damage or loss which may be caused by any act or failure to act, including negligence by the Event Personnel, which may arise out of my participation in the Event.

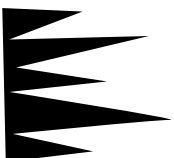
I attest and verify that I am physically and medically fit and in good health, and further that I have received sufficient instruction to participate in this Event. I understand and acknowledge that participating in the Event may expose me to dangers from both known and unanticipated risks, whether existing because of negligence or otherwise, and specifically waive any and all claims arising out of such conditions. In signing this release, I fully recognize that if I am injured or suffer any other loss as a result of participating in the Event, I will have no right to make any claim or file any lawsuit against the Event Personnel.

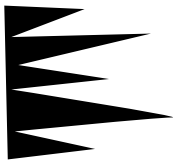
I HAVE READ THIS RELEASE AND WAIVER OF LIABILITY, AND VOLUNTARILY AND KNOWINGLY AGREE TO ITS TERMS.

Date	Name of Participant (Please Print)	Signature of Participant
------	------------------------------------	--------------------------

Name of Parent or Guardian (Required if Participant is Under 18 Years of Age)

Signature of Parent/Guardian (Required if Participant is Under 18 Years of Age)





Bed Race Samples

Press Release

FOR IMMEDIATE RELEASE:

CONTACT: xx (name)
 xx (phone number)

Get Out Your PJ's and Get Ready to RACE!



Your installation
1st Annual Bed Race

Date of Race
Location of Race

The first annual Bed Race will take at xx (time) on xx (date) at the xx (place). It is anticipated that xx teams of racers will come together for some fun and race down the streets of xx. The teams will not only race beds provided by event organizers, but will also take part in a wacky obstacle course.

As part of the festivities, the general public is encouraged to come and cheer on the teams as well as enjoy the food vendors, entertainment and try to win some of the fantastic door prizes.

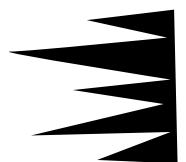
If you are interested in getting a team together and racing, entry forms and rules can be picked up at the Community Center.

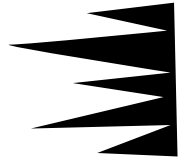
Commander xx said "quote on how fun and exciting this event will be"

For more information contact xx (name) at
xxx.xxx.xxxx or check out our web site at
www.xxxxx.com
####

Address1, Address2 City, State, Zip • Phone • Fax
Organizing Committee: Committee name • Committee name • Committee name • Committee name
Committee name • Committee name • Committee name • Committee name

Sponsors: Sponsor name • Sponsor name • Sponsor name





On-site Incident Report Form

Date _____

Time _____

Place _____

Description of Incident (to be completed by a staff person)

Staff Person taking this report _____

Persons Involved

1) Name _____

Address _____

City _____ State _____ Zip _____

Home Phone _____ Work Phone _____

2) Name _____

Address _____

City _____ State _____ Zip _____

Home Phone _____ Work Phone _____

3) Name _____

Address _____

City _____ State _____ Zip _____

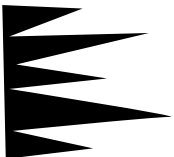
Home Phone _____ Work Phone _____

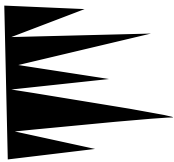
4) Name _____

Address _____

City _____ State _____ Zip _____

Home Phone _____ Work Phone _____





On-site Incident Report Form cont.

Witnesses

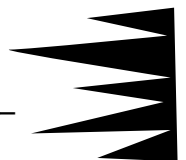
1) Name _____
Address _____
City _____ State _____ Zip _____
Home Phone _____ Work Phone _____
Description of Incident _____

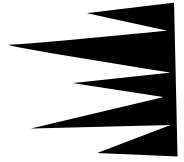
2) Name _____
Address _____
City _____ State _____ Zip _____
Home Phone _____ Work Phone _____
Description of Incident _____

3) Name _____
Address _____
City _____ State _____ Zip _____
Home Phone _____ Work Phone _____
Description of Incident _____

Resolution

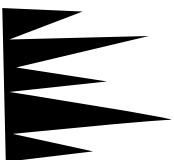
- ✱ Emergency Personnel Called
- ✱ Victim Released at His/Her Request
- ✱ Other _____

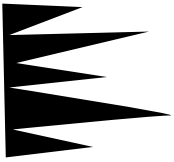




Frequently Asked Questions

This section will be developed, and sent out, after feedback from the installations. The questions will be gathered from the implementation of Bed Races in the field.

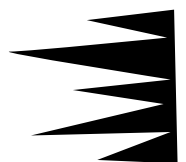


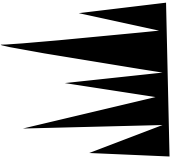


Bed Race

Commander Briefing Notes

This section will be developed, and sent out, after feedback from the installations. The briefing notes will be gathered from the implementation of Bed Races in the field.





USAF Build-A-Boat Contest

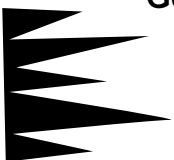
Shape up or ship out! Put your team together to join us for an event where this phrase takes on a whole new meaning! In this event, a team is challenged with the task of building boats made out of cardboard and sailing them, with the crew, across the water. Although most landlubbers may think this task will leave them all washed up, by using creativity, craftiness and “crew” work, all teams can succeed. The accomplishment and camaraderie that result will last long after they cast anchor.

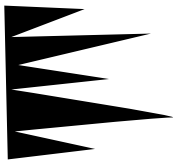
As we get under way, seafaring tunes such as “Love Boat”, “Gilligan’s Island”, and “Popeye” fill the air to set the tone for the voyage. The Commodore and First Mates will issue provisions and the orders: *Build a floating device that will carry two crew members across the finish line.* And, as the designing begins, the technical inspectors will be standing by to ensure no one goes off course.

When all vessels are ready to shove off, the regatta will begin. All crews must follow a course and make it back to the finish line intact. The coast guard will be standing by in the event of unintended shipwrecks or submarines.

Suggested Event Goals and Measurements of Success

- Goal 1:** Cover the cost of the event, and generate additional revenues of ‘\$X’
Measurement of Success: Amount of money raised
- Goal 2:** Obtain participation from a minimum of 10 teams of eight, and at least 100 spectators
Measurement of Success: Number of teams/spectators
- Goal 3:** Increase visitation to the Community Center through the registration process and post-event happenings (ie: picture posting, video playback, etc.)
Measurement of Success: Number of visits associated with the Build-A-Boat Contest
- Goal 4:** Obtain positive feedback about the Community Center and the event on the Event Evaluation completed by the participants
Measurement of Success: Feedback on participant evaluations





Build-A-Boat

Now it is time to take a deeper look at this event. The following areas will be covered in this section:

What will it take to produce this event?

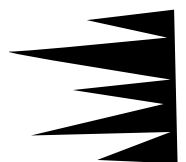
- Space Requirements
- Pre-Prep Activities
- Pre-Event Operations Checklist
- Supply List
- Budgeting Guidelines
- Revenue Generating Ideas
- Safety Considerations

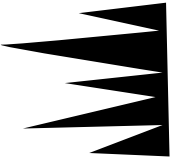
How do I run the event itself?

- Proposed Event Script
- On-site Activities
- Sample Rule Book
- Scoring Procedures
- Staff and Volunteer On-site Roles
- Post Event Activities and Checklist

Other areas to discuss...

- Promotions and Publicity
- Music Choices
- Problem Solving
- USAF Build-A-Boat Samples
- Frequently Asked Questions
- Commander Briefing Notes





Space Requirements

The Setting

The opening ceremony, distribution of boat building materials, actual boat building, team cheer/presentation of the boats and awards ceremony should all take place in the same area. This area needs to be a large open space like a ballroom, pool deck, grassy lawn or beach. Make sure this area is free from sticks, rocks, trash, etc. prior to the event. If the teams will be building outside, be sure that there are some shaded areas to build their boats. Not all of the teams will want to build their boats in the shade, but you should at least give them that option.

The ideal setting is a calm waterfront area with a lot of open space around it, and a graduated dip into the water (ie: a beach or stairs). Lakes, indoor or outdoor pools and beaches all work well. You will want to avoid:

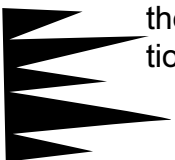
- Water areas with fast moving water (ie: rivers)
- Beaches with large waves and breakers
- Areas that are extremely windy
- Lakes or water areas that have a steep drop-off into the water
- Water areas that have a lot of debris either floating on top or under the surface of the water

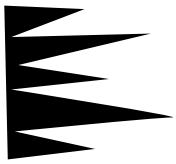
The Size

The actual size needed for the building area varies by the number of boats you are going to build. When figuring how much space is actually needed remember the following facts:

- The teams can build in the same area as the opening/closing ceremony and team cheers.
- Each piece of cardboard is approximately 48" x 96". In addition to the size of the cardboard, each team will need approximately 6' around the cardboard to spread out all their supplies. If the number of team members increases from 8 to 10 people, add 35 square feet per each additional person.

In addition to the individual team space, you will also need room for the DJ, staging area for team cheer presentations, beverage stations, photographers, videographers and general standing room.





Water Area

Remember the DJ and sound system will need access to power. During the racing phase of the event you will need to judge how much space you need by how many boats will race in a heat. You will never want to race more than eight (8) in a heat for the following reasons:

1. The racing area becomes too wide to fit in most pools, lakes or ocean fronts
2. When there are more than eight boats in a heat the team farthest from the sound system cannot hear you
3. As an MC, Scorekeeper or Lifeguard it becomes a challenge to keep an eye on more than eight teams at one time
4. It puts too many people in the starting area of the race at the same time, becoming a visibility and safety hazard

To help you determine how many boats per heat and how many heats you will race use the following formulas:

Step One:

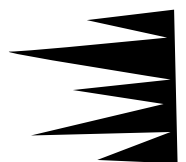
The width of racing area available (divided by) 10 feet equals) the Total maximum number of boats per heat

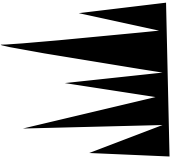
Step Two:

The total number of boats (divided by) the Total number of boats per heat (equals) the Total number of heats

The Back-up Plan

All outdoor events need to have a rain back-up plan. Always reserve a meeting room or pavilion that fits the number of boats and people. Most of the event can take place within the back-up space and the boats can be carried outside for the racing portion. If it is not lightning, the races can proceed. Just make sure each team has enough plastic to cover their boat while it is being carried outside. When racing time approaches and it is still raining outside you will want to make sure the heats go quickly. Those people not in the boat did not expect to get wet and will not want to stand outside too long.





Pre-prep Activities

A **Pre Event Operations Checklist** and an **Event File/Notebook** should be completed for every event. These two tools will form the basis for the event, and serve a couple of purposes:

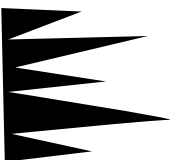
- Keep you organized and on track for the event
- Allow someone else to pick up the file and continue the event in case of an unexpected emergency
- Act as the history for planning the event on a regular basis

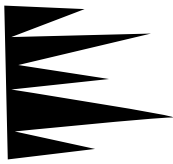
Recording the event information here can help make the next event a snap to put together. Don't re-invent the wheel. A sample Pre Event Operations Checklist is given later in this section.

A **Supply List** reveals exact numbers of items, as well as all of the specific items, that will be needed to run the event. This will include supplies for set-up, boat building and racing, general supplies such as clipboards, pens, paper, sign-in sheets for staff, the details for staff including name tags, shirt sizes, etc. A sample supply list is given later in this section.

Awards Ordered is determining exactly which kind of award you are going to give to participants and exactly what you want printed on the award. This should be done approximately two weeks prior to the day of the event to allow time for delivery and for actually making the award. This also allows time in case there is a mistake when you receive the finished product. By ordering in advance, you'll have time to send it back, have it corrected, and then receive it in time for the event. Always factor in delivery time, because mailing times will vary. When choosing the company to make your awards, ask for referrals and samples. You may have to try a few different companies before you find the right one.

Staff Hired means that all of the staff, or volunteers, have been called, booked and informed of everything that they'll need to know. Be sure to brief staff about what to wear, what type of teams will participate, where the event will be held, where they need to meet, what time they need to be there and how long the event is expected to last.





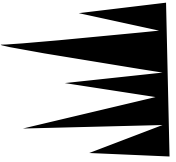
Build-A-Boat

Locate the Electrical Hook Up before the event. You need to make sure electricity is available. Once you arrive at the event, one of the first priorities is to insure the power is available and turned on. (It sometimes takes a long time for the engineers to respond to a service call, so always check at the beginning of your event to give them time to turn the power on.) When all equipment is set up and plugged in, be sure to test that it is working before the guests arrive. This will help in trouble shooting any potential problems.

Create an Event Toolbox or Event Bag. The toolbox, or event bag, can be any kind of sturdy bag or container that will not allow the equipment to poke through or tear. Canvas bags, large Tupperware tubs, tool boxes or anything solid will be able to be used over and over again. The items you need to put in the toolbox/event bag are listed in the Supply List place later in this section.

Don't forget the most important supply items, the **Sheets of Cardboard**. To make it easy to distribute, separate the cardboard into stacks for each team.

This is just the start of the things you need to think about before planning the event. For a detailed list, please see the Pre Event Operations Checklist and the Supply List in the pages that follow.



Pre Event Operations Checklist

Event: _____

Date of Event: _____

Time of Event: _____

Location: _____

Back-Up Location, Date, Time: _____

Number of Guests: _____

Event Organization

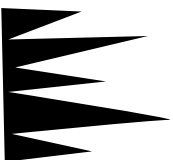
- _____ Event Worksheet started
- _____ Event file/notebook organized

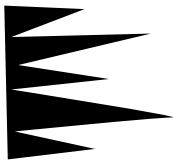
Marketing & Advertising

- _____ Flyer designed and distributed
- _____ Articles in newsletter, newspaper, etc.
- _____ Registration forms designed and distributed
- _____ PR on base radio/TV
- _____ Officer issues a challenge (at a base-wide meeting or event)
- _____ Determine rain date / back-up plan

Venue Confirmed/Inspected

- _____ Choose location; reserve space; get contract signed
- _____ Determine what size group can be accommodated and how many teams can participate
- _____ Determine how to set up the racing course, mark lanes, designate start/finish line, where/how to place buoy's, etc.
- _____ Is there a power source? Do you need extension cords?
- _____ Emergency procedures outlined (can/how does an emergency vehicle get there, where are phones, water rescue procedures, etc.)
- _____ Trash dumpster available/ordered
- _____ Coordinate load in/load out and delivery schedule





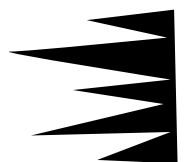
Build-A-Boat

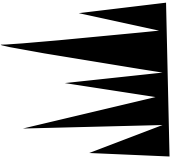
Personnel Arranged

- _____ Recruit staff
- _____ Hire / recruit a Master of Ceremonies (MC)
- _____ Confirm hours/time/pay
- _____ Determine staff uniform
- _____ Determine staff “rules” (ie: smoking, drinking, eating policy)
- _____ Hire DJ
- _____ Hire a photographer or recruit a volunteer to photograph the event
- _____ Hire lifeguard(s)

Equipment and Supplies

- _____ Supply List completed (see the next page)
- _____ Awards Ordered
- _____ Equipment purchased





Supply List

General Information

___ Number of Teams ___ Number of Racers per Team

Staff

Staff Shirts ___ Small ___ Med. ___ Large
 ___ XL ___ XXL ___ XXXL

(plus 1 for the DJ & 1 for the lifeguard)

___ Staff Name Tags

___ Pens

___ Captain Hats (1 per staff plus 1 for DJ)

___ Stopwatch (1 per number of boats per heat plus 2 extra)

___ Cooler w/drinks (water and Gatorade for the staff)

Miscellaneous

___ Clipboards

___ Paper

___ Team Shirts ___ Small ___ Med. ___ Large
 ___ XL ___ XXL ___ XXXL

___ Team Wristbands

___ Awards (___ 1st ___ 2nd ___ 3rd); theme awards

___ Megaphone

Event

___ Rule Books (1 per team plus 1 for MC)

___ Rulers (1 per team)

___ Duct Tape (3 rolls per team)

___ Cardboard (5 sheets per team)

___ Utility Knife (2 per team)

___ Equipment Tubs or Bags (1 per team)

___ Captain Hat (1 per team)

___ Sailor Hat (1 per team)

___ Magic Markers (about 10 per team)

___ Life Jackets (number of boats/heat x 2)

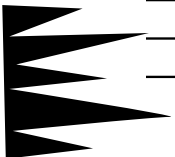
___ Oars (number of boats/heat x 2)

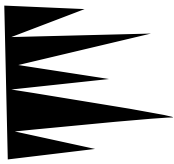
___ Cones

___ Anchors/Buoys

___ Pencils (2 per team)

___ Sheet of Plastic (8' x 10') (1 per team, in case of rain)





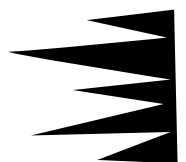
Build-A-Boat

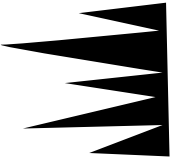
Toolbox/Event Bag of things to have on hand

- ☐ Nails
- ☐ Hammer
- ☐ Screwdriver
- ☐ Scissors
- ☐ Rubberbands
- ☐ Paperclips
- ☐ Safety pins
- ☐ Batteries
- ☐ Quarters
- ☐ Sun Lotion
- ☐ Stopwatch
- ☐ Flag tape
- ☐ Glue stick
- ☐ String
- ☐ Electrical tape
- ☐ Name tags
- ☐ Paper
- ☐ Pencils
- ☐ Pens
- ☐ Calculator
- ☐ Brochures
- ☐ Injury report forms
- ☐ Markers
- ☐ First Aid Kit
- ☐ Wristbands
- ☐ Pliers
- ☐ Dry erase markers

Optional Decor

- ☐ Pennant flags
- ☐ Stanchions
- ☐ Banners
- ☐ Sails
- ☐ Windsurfers
- ☐ Nautical props





Where to Buy the Most Important Boat Making Supplies

Item/Supply: Cardboard

Purpose: This is what the teams use to build their boats. You want large, solid sheets of corrugated cardboard (the kind they make heavy-duty boxes out of). Try to buy sheets that are at least 48" by 60", preferably 48" by 96" or 56" by 86". Each supplier has a couple of standard sizes they typically carry in house.

Quantity: 5 sheets per team

Cost is usually around \$3.50 to \$6.00 per sheet, depending on size and shipping

Vendor: Look in the phone book under "boxes" or "shipping containers" to find a company that makes cardboard boxes. They will typically have what you're looking for. They also make a coated cardboard that is more resilient (and more expensive) but it is not necessary.

Item/Supply: Utility Knives

Purpose: The knives are for cutting the cardboard. You want the knives that come with the retractable blades. They must be fairly heavy duty to cut through the cardboard, so don't get artist utility knives.

Quantity: 2 per team

Cost: \$5.00 each

Vendor: Any hardware store

Item/Supply: Duct Tape

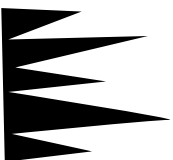
Purpose: The duct tape is used to put the boats together. If you buy it through the wholesaler, you can get the tape in a wide variety of colors.

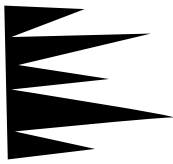
Quantity: 3 rolls per team

Cost: \$4.00 per roll

Vendor: Wholesale Tape and Supply (see Resource section)

Note: Duct tape is also available at your local hardware store, although it is typically only available in grey. It is also a lot more expensive than going through the wholesaler. The wholesaler can ship on short lead times, but the shipping will cost more.





Budgeting Guidelines

This section will advise you on how to budget for the event. Once you determine costs for each of these areas, you can build them into the Building a Budget Worksheet (D).

Staff

- ___ This event requires one (1) MC and approximately one (1) additional staff person per every 5 - 7 boats. Remember, you will need adequate staff for timing the racing portion of the event as well as for clean-up. You can either find volunteers or hire workers for these positions. For descriptions of each role see the Staff and Volunteer On-site Roles described later in this section.

Boat Equipment

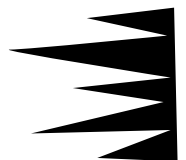
- ___ Budget the cost of five sheets of cardboard, per team, plus freight costs times the number of teams you are expecting. The sheets should be approximately 4' x 8' pieces.
- ___ Budget for the purchase of three (3) rolls of duct tape per team. In addition, you will need:
 - two (2) utility knife per team (remember to budget for additional blades - as they quickly become dull when cutting cardboard)
 - one (1) ruler per team
 - ten (10) markers (to draw and decorate with) per team
 - a canvas bag or plastic box to put each team's building equipment in so it is easily separated

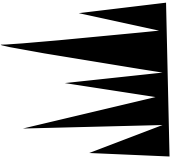
DJ & Sound System

- ___ The sound system will provide the music at the event. It also provides a microphone for your use in emceeing the event.
- ___ Budget the DJ's hourly rate (x) the hours of the event. Be sure to determine whether or not your DJ charges you for travel time and/or set-up and tear-down time.

Life Jackets

- ___ You must have a minimum of one life jacket for each person in the water; two per racing boat
- ___ Lifejackets can be reused after each race or you can have extras so the "on-deck" team is ready to race quickly



**Stop watches**

- ___ You will need a minimum of two stopwatches for scoring
- ___ You may want a larger timer or display timing system for the fans to see the scores

Scoring Clipboards

- ___ You need a minimum of two scoring clipboards to keep the timing of the races

Captain & First Mate Hats

- ___ Budget the cost of one (1) captain's hat and one (1) first mate's hat per team
- ___ Budget one (1) captain's hat per staff member at the event. These hats can be used again and kept in inventory
- ___ OR encourage the staff to make hats from newspaper, tape and markers (collect newspaper and magazine for hat materials)

Team Identification

- ___ You must be able to easily identify teams while they are participating in the event. The easiest way is by colored arm bands (plastic or terry cloth) or by T-shirts.
- ___ If you are pricing T-shirts, remember to include any costs for imprinting the event logo.

Rule Books

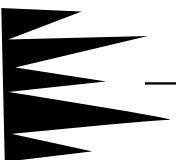
- ___ Cover the cost of the printed rule books given to each team. You can use colorful paper (8-1/2" x 11") for the front and back cover of the book and plain copy paper on the inside.
- ___ Budget the cost of the materials to assemble the book (x) the number of teams. Remember to allow for the labor of assembling the books.

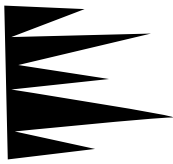
Decorations

- ___ Include flags to provide decor, buoys to outline the race course, cones to delineate the starting point for the race and anything used to decorate the area.

Banners

- ___ A large vinyl banner, approximately 3' wide x 12' long with the name of the event (i.e. "USAF Build-A-Boat") adds to the decor of the event.
- ___ If you just use the name of the event (and not the date) this banner can be used again and again.





Build-A-Boat

Award Medals or Prizes

- ___ Prizes are typically given to each member of three to four teams. Categories typically include fastest boat, most spectacular sinking, most creative use of cardboard and team spirit.
- ___ If you are ordering trophies, remember to include the cost of having them engraved or personalized with the event name, client name and date of the event.
- ___ Budget the cost of the award (x) the number of categories (x) the number of people per team.

Staff Costumes

- ___ Cover the cost to purchase or rent the shirts or costumes your staff wears. Remember to include any cleaning fees associated with rental costumes.
- ___ Budget the cost or rental of the shirt (x) the number of staff members working.

Participant T-shirts

- ___ Budget for a special participant t-shirt for each racer. This shirt should be a part of their entry fee.

Participant Refreshments

- ___ Consider providing refreshments for all racers.

Truck Rental

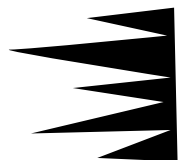
- ___ This covers the rental of a truck to transport all of your equipment and supplies to the event.
- ___ Allow adequate time for loading and unloading the equipment as well as for the actual time of the event. For example, allow for a two (2) day rental of the truck.
- ___ Budget for the amount of gasoline for transportation

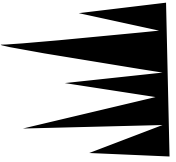
Location Fees

- ___ Be sure to determine if there are any fees associated with the use or clean-up of the venue.
- ___ You may need to pay for a dumpster to dispose of the trash.

Other Costs

- ___ Be sure to go through your supply list and make sure there isn't anything else you have added that you need to add into the budget.



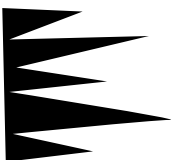


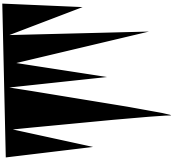
Revenue Generating Ideas

- Charge a fee for each team member. We suggest \$20 per person or \$160 for a team of eight. Determine the fee based on covering your costs plus raising money for the Community Center.
- Use the custom-designed event logo, and sell merchandise to go along with the event. Team t-shirts, caps, photo frames and pictures may all be viable options.
- Create an overall event sponsorship - you need to work with the commercial sponsorship office to follow USAF rules. You can do this by designing a sponsorship recognition system for overall events sponsors. You might work with the marketing or commercial sponsorship office to place sponsors that are already active on the installation or in the local community. All pricing will depend on the overall size and scope of the event

Overall sponsorship levels for a first-year, 16-team event might be:

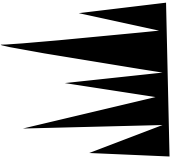
- Presenting Sponsor: \$5000+ To be listed in all the promotional materials as the USAF Build-A-Boat Contest Presented by "x"; opportunity to be included in any promotional broadcast and print promotion, logo on event t-shirts, signage on site with a booth and opportunity to design promotions
 - Host Sponsor: \$2500 - \$5000 To be on the posters/ flyers and on-site with signage and a booth; opportunity to design race promotions; logo on t-shirt
 - VIP Hospitality Sponsor: \$1000-\$2500 Opportunity to host a tent for participant and VIP refreshments, on-site signage and booth; small recognition on posters and t-shirts
-
- Challenge each team to find a sponsor to pay for their boat entry fee. In return for paying for the entry fee, teams can have their team sponsor's name on their boat.





Build-A-Boat

- Find off-base sponsors for the event. Some companies that might be interested:
 - Boat or water toy manufacturers (Sea Doo, etc.)
 - Crayola
 - Your cardboard supplier (for the press and PR they could get)
 - Home Depot or the community hardware store (may be willing to sponsor tape and supplies)
- Combine the Build-A-Boat Contest with other activities that could have a fee attached. Some ideas:
 - **Have a Seafarers Party** - Have a cookout, music, dancing, etc.
 - **Sink That Battleship Event** - Teams (the same ones or others) could pre-build mini-boats out of cardboard. Could have a competition to see which one could hold the most bricks before it sinks. Guests could pay for bricks to sink the ships.
 - **Best Seafood Recipe Contest** - Everyone enters their recipe and a dish, get celebrity judges, and print the recipes in a booklet to be sold later.



Safety Considerations

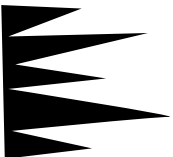
Your number one responsibility is to insure the safety of your guests and your team members. The MC is responsible for exercising good common sense and taking charge of making each event safe.

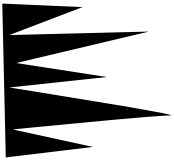
General Rules of Thumb

- Clear the building and racing areas of all sticks, rocks, trash, etc. prior to the event.
- Keep building and racing areas away from hills, inclines, cement, trees and holes.
- Make sure you have an EMT on-site who is certified in CPR and First Aid
- Have an emergency procedure plan in place and review it with your staff before the event
- Be sure the MC knows the venue emergency procedures. For example, are emergency calls placed directly or through an operator?
- Use care when lifting and moving heavy objects. Do not allow staff to carry objects that are too heavy for them. Make more trips rather than carrying a heavy load.
- Set a positive example at all times. Remember guests and other staff will imitate you.
- Train each team member to ensure they have adequate knowledge to perform their job in a safe manner.
- Enforce standard operating procedures at all times.
- Always have a First Aid Kit on hand and plan for cuts from the utility knives.

Event Specific Guidelines

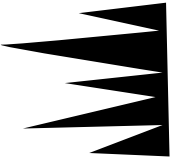
- Only allow the Captain, First Mate and the two people assisting them into the racing area/water. This allows the referees, MC and lifeguard to have good visibility across the area.
- Hire a certified lifeguard to be on duty during the event.
- Schedule as many lifeguard-certified staff & volunteers as possible to work the event.
- Be sure teams do not build a boat that encloses them above the shoulders. If the boat should tip, they could become trapped.





Build-A-Boat

- Insure the two members of the team racing in the boat know how to swim.
- All boaters must wear life jackets. Not only is wearing a life jacket safer, it also makes for better pictures!
- Knives are sharp. When introducing the event, be sure to give a demonstration on how *not* to cut cardboard. Some examples include: do not use your legs or body parts as a cutting board, do not cut toward your body, do not leave utility knives laying around open.
- Remind everyone that even the cardboard is sharp. It can give you a pretty mean paper cut if you're not careful.



Proposed Event Script

Planning Time Allocations

Program Length:

3 to 4 Hours

Pre-Prep:

1.5 to 2.5 Hours

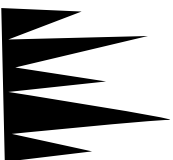
Post:

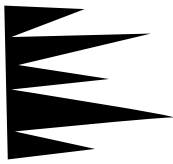
60 to 90 minutes

Time: 1 to 2 hours, depending on group size and location

Content: Pre Program Prep

- Check in with venue staff for any changes, special considerations
- Sign staff in
- Unload all equipment
- Check on power supply
- Put up decor
- Hang banner
- Instant kits put together. Separate all equipment into bags/tubs
- Count out cardboard and separate into team stacks
- Determine flow, staging of event (where teams will stand for opening, where they'll present their team introductions, where they'll race, etc.)
- Mark waterfront area
- Separate & organize awards. Optional: put awards out on table for display
- Place and check DJ / sound system and review music choices with DJ
- Clean area of trash and debris
- Set up the concessions or food and beverage area
- Put on staff uniforms
- Move van/truck from event area





Build-A-Boat

Time: 30 minutes

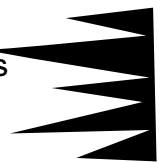
Content: Brief Staff

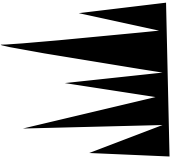
- Overview of who guests are – participants, demographics, and VIP's
- Review overall event flow and schedule
- Explain overall scoring procedures
- Explain volunteer assignments
- Explain the rule books, what the staff should look for. Include how to set up the races, the race flow, scoring and clean-up procedures
- Emphasize safety/emergency procedures
- Meet with scorekeeper to review detailed scoring procedures and tips for making it quick
- Review eating, drinking and smoking policy
- Inspect uniforms to insure everyone is dressed appropriately
- Take last minute beverage and bathroom break
- Be set up and ready to operate at least 30 minutes prior to event starting time

Time: 15 to 30 minutes

Content: Opening and Welcome

- Greet players as they arrive
- Play upbeat nautical or beach music as the groups arrives
- Referees mingle and talk with teams
- Distribute wristbands or other team identification (if using)
- Assist players in organizing their teams
- MC welcomes group with spirit and enthusiasm
- MC introduces self as Commodore, and referees for the event
- MC goes over 'housekeeping' notes – where is the bathroom, sunscreen, beverage stations, etc.
- MC reviews overall event and how it will operate
- MC leads the warm-up; referees are interspersed with teams and do warm-up with them
- Perform warm-up to music
- MC reviews scoring of today's events, how they will flow, etc.
- MC explains rules of building and sailing
- MC emphasizes sharpness of knives, demonstrates how NOT to cut cardboard and asks participants to keep blades closed when not in use
- MC announces team cheer competition and how it works
- MC announces for two people from each team to come collect equipment and supplies
- MC announces to "Let the Building Commence"; music plays in background





Time: 1.5 to 2.5 hours (the more time they have to build, the more creative the boats will be)

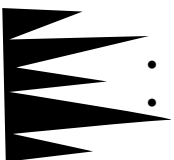
Content: Boat Building

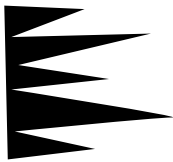
- Teams are given set time for building. During this time the MC makes sporadic announcements about how much time is remaining
- Referees walk around to each team, asking if they understand the rules and watching for safety hazards and open knives. They should emphasize:
 - The duct tape 4" rule (see rule number 11)
 - Keeping blades closed when not in use
 - No outside floatation devices are allowed on the boats
 - Do not take facility/venue property without asking
 - Do not cut trees, shrubs, plants, etc.
- MC reminds teams to work on their boat cheers/presentations at the same time they are building. Also, the guests can request special songs they'd like to use during their team cheer.
- The DJ plays fun upbeat music and takes special requests for tunes
- Referees begin prejudging of boats for creativity and team spirit award
- Remember that 1.5 hours is a minimum to build a functional boat. The longer you give the teams, the more creative they will be in their boat design and their cheers.

Time: 15 mins to 1.5 hours, based on # of heats (approx. 15 mins per heat)

Content: The Racing

- MC gathers all teams together for team cheer presentations. Teams present their boats one at a time. (Takes about 2 to 3 minutes per team, depending on how many teams you have.) You can do team cheers at the start of the entire event, or at the start of each heat.
- During cheers, referees and the scorekeeper keep track of teams that might be eligible for the spirit award
- MC announces how racing will be done, explaining heats and timing
- First group of racers put on their life jackets and get paddles
- Teams line up at water/pool edge
- MC Announces "On Your Mark," and teams put boats in water and racers get in boats
- As soon as everyone is in their boat, MC announces "Go," blows a horn or whistle and the races begin.
- Referees watch their lane(s), insuring all guests are safe
- As each boat finishes, the racers must pull their boats out of the water and put it in the 'designated' hold area.





Build-A-Boat

- Races/heats are run; referees turn in times to scorekeeper after each heat
- The scorekeepers tracks which boats sink, to determine the Titanic Award
- After racing, MC and referees gather to quickly determine the award winners

Time: 10 to 15 minutes

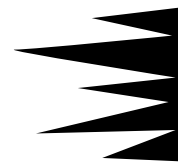
Content: Closing Ceremonies and Awards

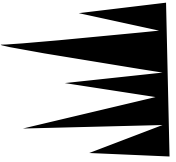
- Awards are presented by the MC, starting with the Titanic Award and working up to the Race Winner. Coordinate the music with the DJ for this presentation. Referees can assist in handing out the awards
- Photographer documents winning teams and boats with awards
- MC thanks everyone for coming. Ask them to give themselves a big round of applause
- As teams leave, referees thank the players for coming

Time: 60 to 90 minutes, depending on number of boats and location

Content: Clean-up (Note: For good show, do not begin taking down equipment until after the guests have left.)

- Take down all decor, banners, etc.
- Search the boat building areas to pick up all miscellaneous equipment (knives, rulers, etc.)
- Clean all equipment and separate
- Pack everything neatly back in the tubs & load in the van/truck or storage facility
- Clean up event area, being sure to pick up all trash
- Place all boats in dumpster
- Thank DJ and other vendors
- Get uniforms back from staff
- Debrief staff for input on event and thank them for their hard work
- Say good-bye to facility/venue staff





On-site Activities

Hanging The Event Banner. The banner should be plastic or rubber to ensure the longevity of its life. Printed on it should merely be the event logo (and whatever words you'd like to add). Banners usually hang by rope or grommets.

Hang Pennant Flags around the perimeter of the racing area. This is to keep any guests out of the race staging and judging area. The pennant flags are in the shape of a triangle and are made of plastic. Some flags standard sizes are only 1 foot long while others may be 2-3 feet long. They are permanently attached to one rope or string, and each string may have at least 30 pennant flags attached to it.

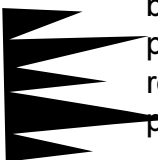
Clear Area of Trash, Debris and Hazards before any of the guests arrive. This will not only help to reduce the possibilities of injury, but also make the area look more attractive. You'll need to send a few people out to clean up, to get the job done as quickly and as thoroughly as possible.

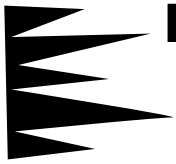
Review Staff Guidelines. Giving a brief synopsis of what is expected of each staff member, before the participants arrive, produces a more smoothly run event.

Care of Equipment needs to be reiterated often. Not to say that staff members are irresponsible, but this equipment is not theirs. Therefore, their level of awareness and care of the equipment may not meet your standards. Reminding them of what you expect and exactly how to handle, place and store the equipment will alleviate most problems.

Determine a Smoking, Eating and Drinking Policy for staff, volunteers and participants. Do you want your staff chewing gum? Do you want a volunteer in the corner smoking? Do you mind if people bring in coolers full of food? These items should be discussed and posted on-site.

If you choose to allow the staff and volunteers to eat on site, set guidelines. Discuss ahead of time if they will be asked to bring a bag lunch or if you will be buying them lunch. If the event takes place outside and it's a hot day, then you should provide refreshments for the staff and volunteers as well as the participants.



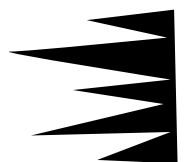


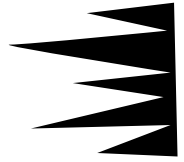
Giving the Staff Helpful Tips should be done just before the participants arrive. Review the rules as well as the flow of the entire event. These “tips” are already printed in the previous section entitled, “Helpful Tips for Dealing with Adults” and “Briefing.” Basically, your staff just needs to remember their manners, what their purpose for being there is, safety precautions, etc. But you also should cover...

Review Emergency/Safety Procedures (Guest & Employee). This needs to be a brief overview of what steps a staff would need to take if any problems, accidents or safety issues arose. There is a complete and detailed section on “Safety Considerations” that needs to be memorized, as much as possible, as well as brought on site to every event.

Review Event Rules & Agenda before every event with your staff. This, again, allows them the opportunity to understand exactly what will be taking place at this event, as well as, what is expected of them. You’ll need to include the number of racers on each team, the number of teams and the total number of people that will be interacting throughout the event. Explain, exactly, the scoring procedures, that they need to relay their scores to the MC after each heat has been run, the rules of the event, how long the entire event will take as well as the allotted time for each section of the event and any other details to make sure your staff is clear on what is expected of them. Everyone, including you, should have a copy of the rules and event script with them at all times during the event.

Check To Be Sure Everyone is Uniformed Correctly. Everyone must be wearing the same basic uniform and colors. If they’re not they need to have someone bring them the appropriate clothes; if they live close they can go get them, or you’ll just have to send them home. Non-uniformed events reveal a sense of unprofessionalism and disorganization.





Sample Rule Book

(section given to participants)

Get ready to Sail Away! Your assignment today is to “think outside the box” and have fun! So, forget your preconceived notions and find out if a boat constructed out of cardboard and duct tape really *can* float! Put your heads together, work as a team and you’ll be amazed at what can happen!

The USAF Community Centers are excited to host this event as an opportunity for you and your teammates to enjoy competition and good, clean (and wet?) fun! We look forward to your feedback on how to grow and develop this event into an annual tradition.

The Challenge

Use your team of eight to design and construct a cardboard sailing vessel that is capable of carrying two team members across a race course. Each team must choose a Captain and First Mate to ride in the boat, name their boat and introduce the vessel with a team cheer before being allowed to sail.

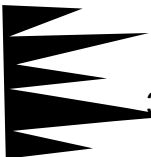
Timing

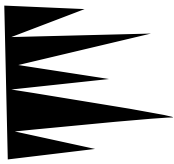
The official race time will be announced at the beginning of the event. In order to qualify for the race, all sailing vessels must be completed and ready to approach the starting line at this time.

Work at your own pace while building. Feel free to take a break or grab a drink. The only requirement is that your boat is ready to sail at the designated time.

Equipment and Supplies

1. You will be provided with all equipment and supplies necessary to build and decorate a “sea-worthy” boat
2. You may use any objects you can find for decorative purposes, as long as the objects do not contribute to the structural rigidity or floatation of the craft. (Do not take items that belong to the property without first obtaining permission!)
3. Optional: Feel free to barter with other teams to obtain additional supplies and equipment



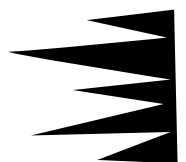


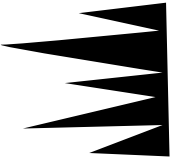
The Build-A-Boat Rules

1. All sailing vessels must be entirely made of corrugated cardboard. The maximum length of any vessel is 10 feet.
2. Boats may be propelled by:
 - A. The paddles provided
 - B. Any other muscle-powered device you can create, i.e. paddle wheels, propellers, etc.
 - C. A sail can be used on its own or in addition to the devices listed above.

Swimming with a surfboard made of corrugated cardboard is not an option!

3. In order to “officially complete the race” you must be **in** your boat when you cross the finish line. Your legs **must be** inside the boat. You **may not** be walking/carrying your boat.
4. All occupants of a boat must be able to swim, over 18 years old and wear a life jacket, properly fastened, while in the boat.
5. Your boat must be free of sharp edges, pointy objects or anything else that could be a menace to other contestants. No bumping, jostling or otherwise attacking other boats will be allowed. Avoid other boats whenever possible.
6. The passenger area of your boat must not be permanently enclosed above the shoulders of the occupants. For safety reasons, each person must be visible while the boat is in the water.
7. Only the cardboard provided may be used.
8. The entire hull, super structure and seating must be made entirely of cardboard.
9. The hull must not be wrapped in plastic, duct tape, shrink wrap or other water resistant materials..
10. Only seams, beams and joints may be taped. You **cannot** wrap the entire boat in duct tape.
11. The maximum width of the duct tape in any one spot cannot exceed 4".
12. Prior to racing, each team must perform a team cheer and introduce their boat. The Captain and First Mate of each boat must wear their Captain's and First Mate's hats while racing.
13. All boats are subject to a technical inspection. Your boat **will be inspected** for compliance with these rules.





Scoring Procedures

Suggested Scoring and Award Categories

There are numerous awards you can design for this event. For the sake of this Manual, we've included four examples and shared how to score them. These are:

- Fastest Boat
- Most Spirited Team
- Most Creative Use of Cardboard
- Most Spectacular Sinking (Titanic Award)

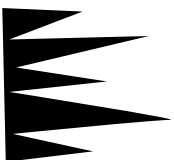
Feel free to come up with your own ideas and names for the awards. Some other ideas might be:

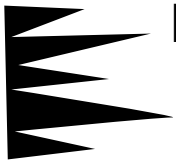
- Most Creative Decorations
- Most Likely to be the Next Model in the Navy fleet
- Most Embarrassing Boat (give them black glasses and noses as awards, so they can disguise themselves afterward!)

You can come up with your own awards and your own name for the awards. Be creative and have fun. Remember to give awards for fun categories in addition to the fastest boat award.

Award Design Options

- Gold, silver and bronze medals
- Trophies with sailboats on top
- Nautical picture frames (and send team pictures to the winners after the event)
- Lifesavers
- Gag gifts – Wheaties, disguise glasses, toilet banks, etc.
- Wooden hand-carved boats that look like cardboard
- How to build a boat books
- Trip/tour gift certificate for a ride on a real boat
- Customized hats, t-shirts or other wear-ables





Keeping Track of Scores

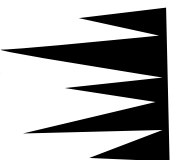
Keeping track of the scores during the boat racing will be handled by the MC, or a referee the MC has designated as the scorekeeper. Scoring should be designed to be easy for the staff to tally so that mistakes are not made during the scoring process. The Scorekeeper will keep a master score sheet of all the team scores on a clipboard. This clipboard should never leave their side as teams like to cheat and will change the scores if they are given an opportunity.

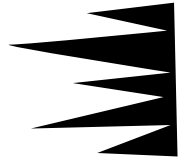
This section contains a sample of a master score sheet. Across the top, list each category of awards in a separate column. Down the side, list the teams in the order they will be racing. During the presentation of the boats the scorekeeper and referees should choose their top contenders for the team spirit award. Base your judging on the team's overall spirit during the building phase of the event and their presentation of the boat. The second award that needs to be judged before the race is the most creative use of cardboard. This award goes to the team who has the most creative design of a boat. Extra recognition should go to the creativity of decorations and props such as steering wheels, mermaids, drawings and costumes.

Generally the racing portion of the event is done in heats. However, the times are tallied for all heats and then ranked so that the teams are not only competing against those teams in their heat but against the clock and all the other teams. After the heats are finished you will take the top 3-5 fastest times, no matter what heat they were in, and have a final race. The winner of that final heat will receive the Fastest Boat Award.

During the race, the scorekeeper will be responsible for getting the boat times from each of the referees. The referees document which team they were timing and the racing time. It is important to write down the complete time for accuracy in judging all the boats. For example: 1:04 is incomplete. Give the 1/100 time also, 1:04:10.

It is also very important for the scorekeeper to watch the finish of each heat. Because everyone has a different reaction time to starting and stopping watches, the times given may not reflect the true winner. For example, during a heat two boats might be right next to each other, but you see that the green team beats the blue team. When the referees turn in the times, however, the green





team has 0:55:45 and the blue team has 0:53:07 - which would reflect that the blue team won. In this instance you would adjust the times on your score sheet to reflect that the green team actually won. **Under no circumstances should you tell the teams that you had to adjust the scores!**

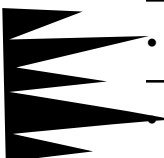
In addition to keeping track of the times, the scorekeeper needs to also keep track of those boats that sink. On your score sheet mark the column of Spectacular Sinking next to each boat that sinks. Make extra notations on how those boats sunk. For example: "boat fell apart immediately" if as soon as they got into the boat the boat fell apart or "finished half the course" or "almost made it before sinking". This will help you in determining the team most deserving of the award.

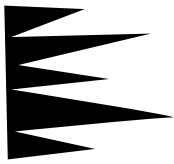
Before the awards ceremony the scorekeeper should prepare the following list for the MC:

<u>AWARD</u>	<u>BOAT NAME</u>	<u>TEAM COLOR</u>
• Team Spirit		
• Most Creative Use of Cardboard		
• Most Spectacular Sinking		
• Fastest Boat		

Sample Score Sheet

<u>Team Name</u>	<u>Heat 1</u>	<u>Heat 2</u>	<u>Heat 3</u>	<u>Titanic Award</u>	<u>Team Spirit</u>
• Team 1					
• Team 2					
• Team 3					
• Team 4					
• Team 5					





Staff and Volunteer On-site Roles

Master of Ceremonies

The Master of Ceremonies (MC) is in charge of coordinating the entire event and acting as show host. Note: If you have a large event, you may have a MC and an organizer. The MC is responsible for the show and entertainment value of the event, and must work hand-in-hand with the organizer to keep things on track. (Note: See the staffing guidelines in the General Tips section for hints on choosing a good MC)

The MC's Goal:

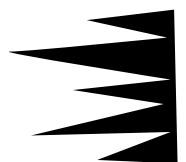
- To insure that the Community Center *a/ways* delivers a top quality event that will exceed the expectations of your participants
- Insure the safety of the guests
- Control the flow of the event for a fun-filled and exciting experience
- Insure that the First Mates know their roles and can assist accordingly

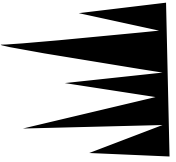
Job Description

The MC is in charge of directing the staff and running the event. Their main function is to entertain the group while keeping the event running smoothly within its designated time frame. At the end of the event, the MC should deliver an exciting, yet meaningful closing, so the participants will remember the event.

They will also help coordinate the event from set-up through clean-up designating staff duties and being sure all tasks are completed. The MC is also the individual to whom all injuries, problems, or other important information should be reported to.

The MC is solely responsible for the enjoyment level of the audience by entertaining them throughout the event. In addition, the MC is also responsible for making sure the participants understand and follow the rules. He or she will have the help of all of the referees, but since he or she will be on a microphone the MC controls the event. If the MC has established a good rapport with the audience, they will listen to the instructions. The MC should consider trying to get all points across in a humorous and fun manner.





The MC is responsible for being sure the referees are aware of the exact flow of the event as well as what their duties are during the event. (These duties are listed in the section entitled, “Role of a Referee”.) The MC must **continuously** remind the guests of the time remaining to build and offer any assistance needed to make the event more fun. During spare time the MC should pick up any trash, stray cardboard or duct tape and make sure all of the utility knives have their blades closed in to avoid any accidents. Above all, the MC needs to remember to **have fun** and be energetic!

Scorekeeper

The Scorekeeper is responsible for keeping track of all the scores and putting together the final list of award winners. It is ideal to have one scorekeeper for the event. However, if you have a small group or are short-handed, the MC can also act as scorekeeper.

The Scorekeeper’s Goals

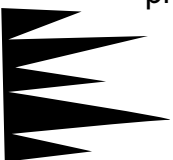
- Insure accurate timing and recording of all scores
- Assist with technical inspections
- Assist referees during the building phase
- Present awards

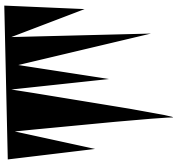
Job Description

The Scorekeeper designs and manages the scoring process. A score sheet is developed reflecting columns for all the teams, their times and their places. In addition, the sheet should have a column for each of the special awards to be presented.

During the building phase, the Scorekeeper keeps an eye out for potential contenders for all the special awards, and makes notes in those spots to remember later. The Scorekeeper can also assist the referees in helping the teams and enforcing safety standards. In case when a ‘technical inspection’ is needed, either the Scorekeeper or the MC can make the decision.

During the races, the Scorekeeper watches the races to help the referees in case of disputes. They also help watch for safety problems. They record all scores and summarize them at the end of the event. Then, as a group, the MC, Referees and Scorekeeper determine the final award winners. The Scorekeeper can also help present awards at the end.





Referees

The Referees are in charge of answering questions during the building process and assisting with the racing and scoring section of the event. You'll need a minimum of one referee for each boat racing in a heat. If you are racing in a small area with small heats, but you have a large group participating, another good rule of thumb is approximately one referee per every 5 boats being built. For instance, if you are building twenty boats, you need four referees. Always have a minimum of one referee with the MC.

Referees' Goals:

- Insure each guest has a fun and safe experience
- Enforce the rules and assist with scoring
- Infuse enthusiasm and energy into the event

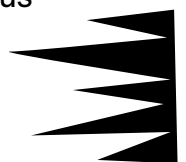
Job Description

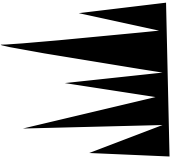
The primary responsibility of the referees during the event is to answer questions during the building process, assist with racing and scoring, and generate enthusiasm throughout the event. They are also responsible for helping the MC with the set-up and tear down of the event.

Upon arrival, the referees will follow the MC's direction to get the area set-up for the boat regatta. This includes preparing the supplies each team will use, putting up flags and banners and being sure the area is clean and free of rocks, stones, etc. They may also assist with placing buoys in the water, positioning cones, etc. as directed by the MC.

Once the attendees have arrived, the referees will assist with organizing the teams, the warm up and dispersing of materials. The Referees will mingle with the guests throughout the building process answering questions regarding the rules.

The Referees should also be picking up trash during the event. This will help save time during clean up and makes for a much neater event. The Referees should also be on the lookout for any utility knives with their blades sticking out. The teams should be reminded to keep the blades closed when they are not cutting. Potential hazards and safety issues are a **major concern** at this event. The referees need to be very aware of potentially dangerous situations throughout the building and racing area.





Things to Watch Out For

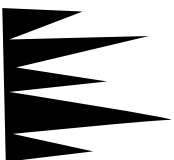
Some other examples of things to watch up for during the event are as follows: Are the guests removing (stealing) property from the facility? Are there any snakes or wasp nests in the surrounding bushes? Is it going to rain or lightning? Are the two people chosen to sail the boat capable and comfortable with swimming? Do those two people have their life jackets on properly? Is there any glass or sharp object on or around the pool deck or beach?

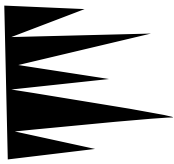
During the actual racing, the referees will be in charge of clocking the race time and enforcing the rules of their assigned lane. They are also responsible for being sure each Captain knows the rules before the race begins. One challenge for the referees is that the teams are very excited by race time and they find it difficult to stay quiet as the MC is giving instructions. It is the referee's responsibility to keep their team(s) quiet. At the end of each heat, the referee(s) must report their team's racing time to the MC or the Scorekeeper. It is important the Referees are unbiased and report the correct scores.

After the races, the Referees will assist in getting the teams organized and positioned for the closing ceremony and awards presentation. They will assist in quieting the group while the MC talks. They may also assist in presenting the awards. Lastly, they will mingle with the group, thank the teams for participating and invite them to join in again next year.

Event Clean-up

Once the event is completed and the guests have departed clean-up can begin. This should be done as quickly and efficiently as possible. It is the referees' responsibility to keep track of the equipment. They must stay focused during clean-up so that none of the equipment is left behind or stolen. Care should be taken when loading equipment so it is not damaged. Be sure to put all trash in the dumpster (not around it!).





Post Event Activities and Checklist

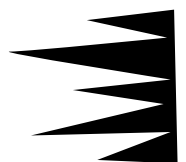
Clean-up Procedures means all equipment must be properly counted and stored for the next use. Also, all of the trash or debris needs to be cleared so the area looks better than when you arrived. This will make event site's staff very happy and they will want to help you when you come back for another event.

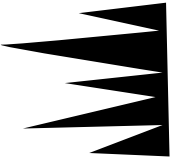
Evaluate/Review Event with Staff. This needs to be done after EVERY event. The staff tends to see and hear things that you may not be able to see or hear. You can't be everywhere at once to see EVERYTHING that is going on. Therefore, listening to the staff at the end of the event can be beneficial to event development.

The staff may hear things that the guests said about participating in future events. Or, they may have heard someone saying they weren't having any fun. You should ask them what went well for them during the event and what did not go so well. Staff feedback can help you and the Community Center gain some outside perspective and it gives the staff a sense of ownership and value. Also, share them your thoughts on the overall event.

Post-Event

- _____ Debrief with staff to determine improvements for next event
- _____ Clean and put away all equipment and supplies
- _____ Complete an inventory list of all supplies for reference for next years' event
- _____ Write thank yous to all staff, volunteers and vendors
- _____ Submit pictures to base newspapers, TV stations and headquarters
- _____ Post pictures in Community Center and other appropriate locations





Promotions and Publicity Ideas

The USAF Build-A-Boat Contest is the annual opportunity for the Community Center to shine and to build great public relations while encouraging use of the Center. Logos and posters have been created to build the Community Center's brand and to reflect the fun and energy of the event.

Suggested Goals

- Goal 1:** Gain participants for the Race
Measurement of Success: Applications picked up at the Community Center and number of racers
- Goal 2:** Gain positive media coverage for the Community Center
Measurement of Success: Coverage in base and local community media
- Goal 3:** Build the "brand" of the Community Center by reflecting fun, energy and well-organized activities
Measurement of Success: Word-of-mouth reputation of Community Center and feedback from command and/or opinion leaders

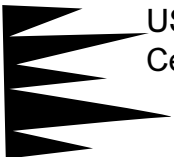
Tool and Tactics

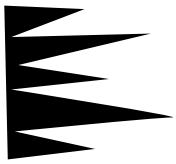
To promote the USAF Build-A-Boat Contest, your press kit should contain the following tools:

- Fact Sheet
- Registration Form
- Promotional flyer or poster
- Artwork for print media ad
- Press release on Build-A-Boat Contest
- General information on the Community Center

Creating A Press Release and Fact Sheet

Start by getting the word out about the Build-A-Boat Contest with a press release to all print, radio and television outlets. As it mentions in the General Tips section, begin with a fact sheet to give the basic details of the event. These facts can be published on USAF Build-A-Boat Contest letterhead or on your Community Center letterhead with a Build-A-Boat Contest logo.





Build-A-Boat

The Fact Sheet should include basic details such as the overview of the event, date, time, place and point of contact information. With the Fact Sheet include a press release with more event details in copy form featuring how to participate, costs to participate and other associated activities. It is good to include a reproducible black and white copy of the event logo for print publications or to send a business-card size ad with a request to run it as promotion.

You may also include other information about the Community Center such as annual schedule or information regarding other services. Remember to include the business card of the point of contact and/or print the point of contact's name and phone number on the fact sheet and release.

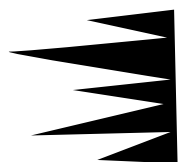
The Press Release and Fact Sheet may be placed in a folder or container to hold the materials. Again, this is an opportunity to be creative and get noticed. At a minimum use a brightly colored envelope and the USAF Build-A-Boat Contest logo on the outside. If you want to get really creative, attach a small boat, Lifesavers candy or another theme item.

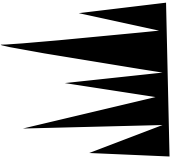
Distributing Press Kits

Working with Public Affairs and Services Marketing, these materials should be sent to the key contacts who determine coverage in local newspapers, magazines, radio and television. Be sure you have the correct contact (and contact name spelling) at each media outlet, and make a follow up call to each contact person to ensure the information was received and answer any questions.

These follow-up calls are also a time to offer on-site press credentials and opportunities to meet the teams and to get great photos or interviews. You could offer opportunities for special features. Contact with outside media sources should be coordinated with the installation Public Affairs Office (PAO).

In the *Forms & Samples* section you will find samples of event letterhead (E), a fact sheet (F) and a press release (G).





Flyer/Poster Campaign

Use flyers and/or posters to get the word out early and get lots of racers. By providing the boat making materials, you make it easy for any team to get involved with the fun.

Look for new effective places to post Build-A-Boat information including:

- Insert into paychecks or pay stubs
- Post on housing unit bulletin boards
- Send home with day care and youth center kids
- Create tray liners and use in the dining halls

Distribution of Team Registration Forms

The Community Center is the place where anyone can pick up a team entry form. You may consider having forms available at the fitness center. The forms outline all event rules, timing and the winners' recognition/prizes. The forms also promote other related activities with details.

USAF Build-A-Boat Contest Promotion Team

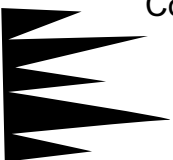
Use the most powerful tool, word-of-mouth, with your own USAF Build-A-Boat Contest promotion team. Dress up the most energetic and fun spokespeople and send them out with flyers to go get teams. You might follow the theme and wear sailor suits or a group could go dressed as the Gilligan's Island cast. The goal is to personally invite racers and to take the time to answer their questions. Be sure to take the entry forms with you.

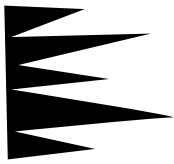
Decor and MORE!

Make an impact and have fun by decorating the Community Center with USAF Build-A-Boat Contest themed items. Try the following:

- Boat sails
- Buoys
- Lighthouses and other props
- Tropical island decor
- A trophy on display
- A posting of participating teams and a challenge to other teams

Remember to make the entry forms easy to pick up by putting them on display or putting a sign out front to ask for USAF Build-A-Boat Contest entry forms [HERE!](#)





Music Choices

Here are some suggested songs and their artists for the different segments of the event.

Arrivals and beginning of the event

“Let’s Get Ready To Rumble”
“Ya’ll Ready For This”
“Montego Bay” by: Amazulu
Any Jock Rock CD

Throughout the event

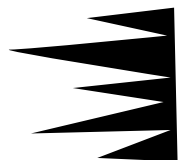
“Mack The Knife” by: Bobby Darin
“Splish Splash” by: Bobby Darin
“Banana Boat (Day-O)” by: Harry Belafonte
“Miami Vice Theme” by: Jan Hammer
“Wipeout”: by: Surfari’s
“Hawaii 5-0” by: Ventures
“It’s the End of the World...” by: R.E.M.
“Take This Job and Shove It” by: Johnny Paycheck
“Shake, Shake, Shake” by: K.C. & The Sunshine Band
“Drum Stinger”
“We Got the Beat” by: Go-Go’s
“Gilligan’s Island Theme”
“The Theme From Rocky” by: Bill Conti
“Sitting on the Dock of the Bay”
“All Star” by: Smashmouth

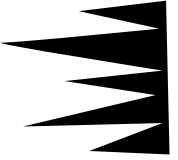
- Also, almost any songs by Jimmy Buffet and The Beach Boys, as well as any other Island, Caribbean or tropical themed artists and songs would be perfect to play throughout the event.

- As the guests are leaving continue to play any of the songs listed above, as well as, any other tropical themed songs.

As the boats are ready to hit the water in the first heat

“Jaws”

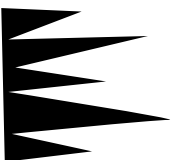


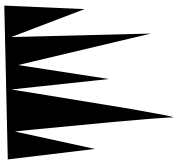
**Awards Ceremony**

"Hot Hot Hot" by: Buster Poindexter
"Another One Bites the Dust" by: Queen
"We Will Rock You" by: Queen
"Born To Be Wild" by: Steppenwolf
"Celebration" by: Kool and the Gang
"U Can't Touch This" by: M.C. Hammer
"Movin' On Up" - The Jefferson's Theme
"Bad to the Bone" by: George Thorogood
"Upside Down" by: Diana Ross
"Respect" by: Aretha Franklin

To say good-bye

"Na Na Na Na, Hey, Hey...Good-bye" by: Steam





Problem Solving

This section is to help you gain an understanding of what types of problems may occur during an event and how to quickly solve them. It also contains hints to help you prevent the problems from happening in the first place. Above all, the more detailed information you know about the participants, the venue and your staff, the easier you can resolve any problem that might arise.

If it rains.....

You should arrange for back up space ahead of time so you can build inside or under a pavilion. With the Build-A-Boat event, you can build inside and then just go outside to race. The racing portion only takes 20 - 30 minutes so it is not necessary to be outside very long. And, as long as it is not thundering or lightning, you can actually hold the race in a worst case scenario. If you do go outside to race after it has been raining, be aware of the dangers of wet or slippery grass. It may also be necessary to put plastic down to build on if it has rained just prior to the event and the ground is still wet. You don't want the cardboard to become damp and soggy before you begin the races! Under no circumstances should you run the event during lightning or a severe thunderstorm.

If there are utility knives on the ground with their blades out.....

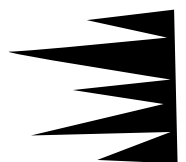
Remind guests to keep them closed because of the danger of being cut. You should be checking the entire building area throughout the event for open utility knives.

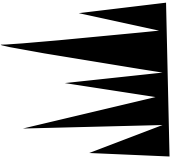
If someone hurts their ankle.....

Carefully, remove them from the event/playing area, get them some ice and elevate their foot. If it is severe, take further steps to seek proper medical attention.

If you choose to extend the time of the event.....

Make sure that your staff can stay. If there is a DJ, make sure he can stay and find out what he charges for overtime. Then, make sure the area where you are holding the event is available for a longer period of time. It is best to plan in advance for the event running over time.



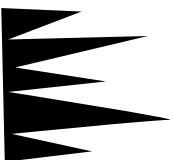
**If you don't know how many people should be on a team**

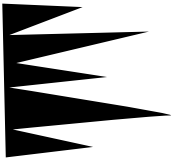
The *preferred* number of people per team would be six. However, you can have as few as four or as many as 10. There are basically three tasks to be performed: boat building, boat decorating and creating the team cheer. The problem with having more than 10 people on the team is that there are not enough tasks to be performed and as a result some people will not be able to participate as much. One solution to this problem is to have each team build more than one boat. In this manual we have suggested eight team members.

If you're trying to decide how many boats will race at a time....

If the event is taking place in an ocean or a lake, first determine how much beach or shoreline you have for racing. An easy rule to use is to allow approximately 10 feet of shoreline for each boat. For example, if you only have approximately 50 feet of beach then you will only race five boats per heat. For pools, determine the width of the pool and divide by 10. This will determine how many boats can be raced. *However, in any location you should race a maximum of eight boats at a time to insure proper/sufficient supervision of all boats participating.*

It is suggested to race four boats per heat.

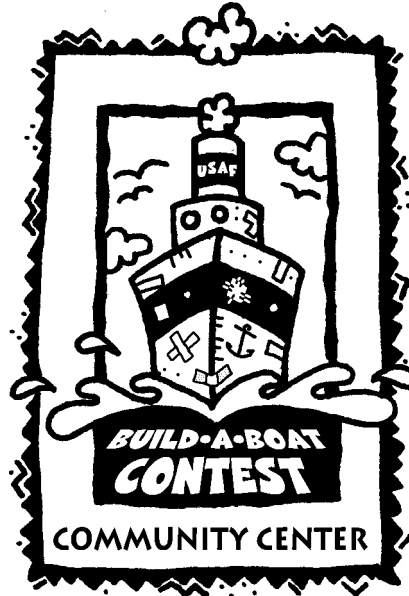




Build-A-Boat Samples

Logo

Black and White Logo

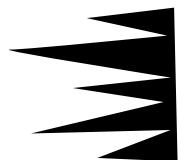


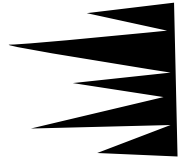
Two Color Logo

(To see this logo in color - see page 32)

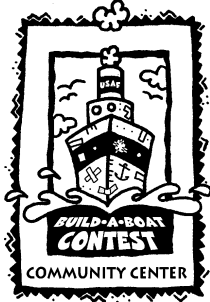


Color Break out
PMS 280 (USAF Blue)/PMS 304 (Lt. Aqua Blue)
(Uncoated)





Letterhead



Your installation
1st Annual
Build-A-Boat Contest

Date of Contest
Location of Contest

Address1
Address2
City, State, Zip

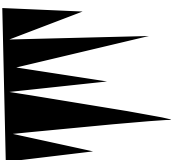
Organizing
Committee

Committee name
Committee name
Committee name
Committee name
Committee name
Committee name
Committee name
Committee name

Sponsors

Sponsor name
Sponsor name
Sponsor name

For more information
call ###.###.####



Build-A-Boat Samples



Entry Form

Team name: _____
Captain: _____
First Mate: _____
Member #3: _____
Member #4: _____
Member #5: _____
Member #6: _____
Member #7: _____
Member #8: _____
Captain's phone number: _____
_____ \$160.00 Entry fee enclosed (\$20 per team member)

The Rules

Use your team of eight to design and construct a cardboard sailing vessel that is capable of carrying two team members across a race course. Each team must choose a Captain and First Mate to ride in the boat, name their boat and introduce the vessel with a team cheer before being allowed to sail.

Timing

The official race time will be announced at the beginning of the event. In order to qualify for the race, all sailing vessels must be completed and ready to approach the starting line at this time.

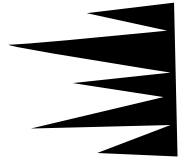
Equipment and Supplies

1. You will be provided with all equipment and supplies necessary to build and decorate a "sea-worthy" boat
2. You may use any objects you can find for decorative purposes, as long as the objects do not contribute to the structural rigidity or floatation of the craft. (Do not take items that belong to the property without first obtaining permission!)
3. Optional: Feel free to barter with other teams to obtain additional supplies and equipment

The Build-A-Boat Rules

1. All sailing vessels must be entirely made of corrugated cardboard. The maximum length of any vessel is 10 feet.
2. Boats may be propelled by:
 - A. The paddles provided
 - B. Any other muscle-powered device you can create, i.e. paddle wheels, propellers, etc.
 - C. A sail can be used on its own or in addition to the devices listed above.**Swimming with a surfboard made of corrugated cardboard is not an option!**
3. In order to "officially complete the race" you must be **in** your boat when you cross the finish line. Your legs **must be** inside the boat. You **may not** be walking/carrying your boat.
4. All occupants of a boat must be able to swim, over 18 years old and wear a life jacket, properly fastened, while in the boat.
5. Your boat must be free of sharp edges, pointy objects or anything else that could be a menace to other contestants. No bumping, jostling or otherwise attacking other boats will be allowed. Avoid other boats whenever possible.
6. The passenger area of your boat must not be permanently enclosed above the shoulders of the occupants. For safety reasons, each person must be visible while the boat is afloat.
7. Only the cardboard provided may be used.
8. The entire hull, super structure and seating must be made entirely of cardboard.
9. The hull must not be wrapped in plastic, tape, shrink wrap or water resistant materials..
10. Only seams, beams and joints may be taped. You **cannot** wrap the entire boat in tape.
11. The maximum width of the duct tape in any one spot cannot exceed 4".
12. Prior to racing, each team must perform a team cheer and introduce their boat. The Captain and First Mate must wear their Captain's and First Mate's hats while racing.
13. All boats are subject to a technical inspection. Your boat **will be inspected** for compliance with these rules.

If you have questions regarding the rules, please call xxx.xxx.xxxx. Please make sure all members of your team have read the rules since they will be signing a participant waiver on-site saying they will participate in this event and abide by the rules



Volunteer and Participant Waiver

This is a sample waiver not a legal document. Please get legal advice to create your own binding legal document.

.....

USAF Build-A-Boat Contest Release and Waiver of Liability:

In consideration of my participation in the 2000 USAF Build-A-Boat Contest and any activity or event thereof, (the "Event"), the undersigned hereby release and discharge "your installation", the City of "x", the State of "x" and all other companies, organizations, sponsors and individuals affiliated with or participating in the Event (collectively, "the Event Personnel"), and the officers, directors, agents, employees, or anyone acting on behalf of the Event Personnel, from any and all claims, demands, or actions for personal injury, property damage, or any other damage or loss which may be caused by any act or failure to act, including negligence by the Event Personnel, which may arise out of my participation in the Event.

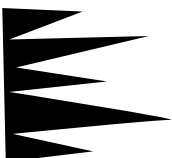
I attest and verify that I am physically and medically fit and in good health, and further that I have received sufficient instruction to participate in this Event. I understand and acknowledge that participating in the Event may expose me to dangers from both known and unanticipated risks, whether existing because of negligence or otherwise, and specifically waive any and all claims arising out of such conditions. In signing this release, I fully recognize that if I am injured or suffer any other loss as a result of participating in the Event, I will have no right to make any claim or file any lawsuit against the Event Personnel.

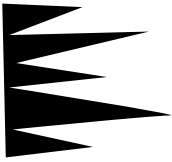
I HAVE READ THIS RELEASE AND WAIVER OF LIABILITY, AND VOLUNTARILY AND KNOWINGLY AGREE TO ITS TERMS.

_____ I verify that I can swim

_____ I verify that I am at least 18 years old

Date	Name of Participant (Please Print)	Signature of Participant
------	------------------------------------	--------------------------





Build-A-Boat Samples

Sample Press Release

FOR IMMEDIATE RELEASE:

CONTACT: xx (name)
 xx (phone number)



Your installation
1st Annual
Build-A-Boat Contest

Date of Contest
Location of Contest

Ships Ahoy Matey - It is time to race!

The first annual USAF Build-A-Boat Contest will take at xx (time) on xx (date) at the xx (place). It is anticipated that xx teams of racers will come together for some fun and race through the waters of xx. The teams will not only race boats, they will build the boats!

As part of the festivities, the general public is encouraged to come and cheer on the teams as well as enjoy the food vendors, entertainment and try to win some of the fantastic door prizes.

If you are interested in getting a team together and racing, entry forms and rules can be picked up at the Community Center.

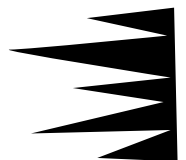
Commander xx said "quote on how fun and exciting this event will be"

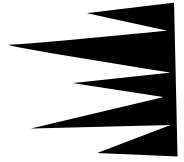
For more information contact xx (name) at xxx.xxx.xxxx or check out our web site at www.xxxxxx.com

####

Address1, Address2 City, State, Zip • Phone • Fax
Organizing Committee: Committee name • Committee name • Committee name • Committee name
Committee name • Committee name • Committee name • Committee name

Sponsors: Sponsor name • Sponsor name • Sponsor name





On-site Incident Report Form

Date _____

Time _____

Place _____

Description of Incident (to be completed by a staff person)

Staff person taking this report _____

Persons Involved

1) Name _____

Address _____

City _____ State _____ Zip _____

Home Phone _____ Work Phone _____

2) Name _____

Address _____

City _____ State _____ Zip _____

Home Phone _____ Work Phone _____

3) Name _____

Address _____

City _____ State _____ Zip _____

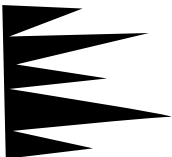
Home Phone _____ Work Phone _____

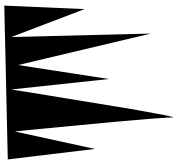
4) Name _____

Address _____

City _____ State _____ Zip _____

Home Phone _____ Work Phone _____





Build-A-Boat Samples

Witnesses

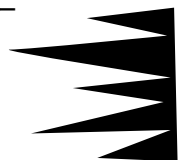
1) Name _____
Address _____
City _____ State _____ Zip _____
Home Phone _____ Work Phone _____
Description of Incident _____

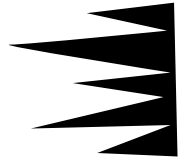
2) Name _____
Address _____
City _____ State _____ Zip _____
Home Phone _____ Work Phone _____
Description of Incident _____

3) Name _____
Address _____
City _____ State _____ Zip _____
Home Phone _____ Work Phone _____
Description of Incident _____

Resolution

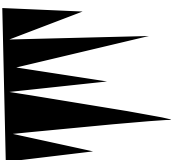
- ☛ Emergency Personnel Called
- ☛ Victim Released at His/Her Request
- ☛ Other _____

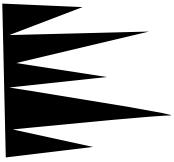




Frequently Asked Questions

This section will be developed, and sent out, after feedback from the installations. The questions will be gathered from the implementation of Build-A-Boat Contest in the field.

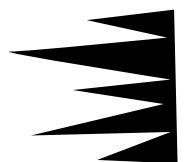


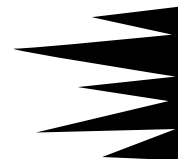


Build-A-Boat

Commander Briefing Notes

This section will be developed, and sent out, after feedback from the installations. The briefing notes will be gathered from the implementation of Build-A-Boat Contest in the field.





Give the World a Hand

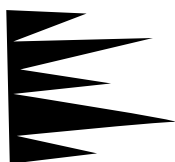
In our research into current Community Center programming, we know that all installations have some type of clean up activity, at least twice a year. Some focus on the installation while others work with the local community, but all involve the civil engineers' environmental section and address how the Air Force can take care of our environment.

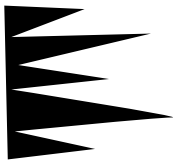
We designed this section to offer multiple ideas that can stand alone or can help you take the current events to a new level. The most simple idea is to make the Community Center the celebration "hub" for all volunteers on the clean up days by offering refreshments, recognition and fun. A more aggressive approach would be to create your own mini-festival and associated activities using ideas in this section and those of your volunteers.

We have included great detail for a PAC or Plan of Attach Contest which is structured to share the ownership of new clean up ideas with the entire installation. This outreach is designed to tap all types of creativity and to build excitement around the hub of activities, the Community Center.

You can then build your event with all types of ideas. Out of the full list of ideas, we have provided more detail on the War On Waste (WOW) and the Garbage Games. The Additional Tips are more helpful hints for the Give The World A Hand theme.

It is our intention to collect your great programs and ideas and to use them to continue to develop our Give The World A Hand events. Please use the feedback for in the front of this Manual to submit your best success stories and to help us help each other. Your ideas will be compiled and printed for addition to this section of the Manual.





Suggested Goals and Measurements of Success

Giving the World A Hand takes the support of the entire community and the ideas and events included in this section are designed to enlist the aid of civilians and members of the USAF alike. Whether you create a “hub” for support and celebration of the annual installation clean up activities or organize efforts of your own, these activities build morale, energy and the role of the Center as a positive part of the community.

Lending a hand can take hundreds of formats and will work differently in every community. This section just starts the idea generation process. Our goal is to collect from the field the best ideas and success stories, and to develop this section with your working ideas. Please use the feedback form in the front of this Manual to submit your ideas.

Goal 1: To create a multi-week series of activities bringing excitement and increased activity to the Community Center

Measurement of Success: Number of Community Center visits associated with Give the World a Hand

Goal 2: Cover the cost of each event, and generate additional revenues for the Center

Measurement of Success: Amount of money raised

Goal 3: Obtain participation from a minimum of 25% of the base

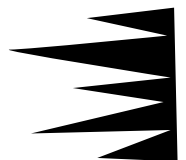
Measurement of Success: Number of participants throughout the entire promotional period

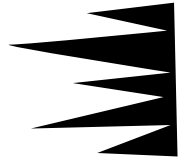
Goal 4: Increase awareness of the USAF base and their positive impact on the community

Measurement of Success: Number of civilians participating in the events and amount of PR generated

Goal 5: Obtain positive feedback from all participants including USAF community, local community and local media

Measurement of Success: Feedback on participant evaluations and positive publicity generated





Menu of Ideas and Activities

Annual Clean Up Day Celebration Hub

Start with the basics and make the Community Center the hub for the Commander's annual clean up activities. Work with the civil engineers environmental section to create reasons for volunteers to visit the Center. You might consider:

- Offering a schedule of all clean up activities and the details of how to participate
- Offering refreshments at the Center during the day
- Posting the names of all the volunteers and thanking them publicly
- Hosting meetings at the Center to organize the efforts
- Having the Center serve as the meeting point for volunteers
- Scheduling free giveaways and/or entertainment for all participants

The goal here is to be sure the Community Center is the hub of energy and excitement for the established clean up activities.

Give the World a Hand Web Site

If you have the ability, create a Give the World a Hand web site to spread the word about upcoming event and efforts and to solicit entries in the Plan of Attack Contest.

Plan of Attack Contest (PAC)

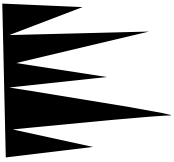
In order to generate excitement and create buy-in for Give the World a Hand, potential participants will be asked to create the Plan of Attack. This contest will solicit suggestions regarding how to best stage clean up activities and the winners will be awarded prizes and asked to serve on committees to implement their plans.

To enter a suggestion in the contest, participants will simply fill out a form available at the Community Center or log on to the Give the World a Hand web site (see above). Entries will be posted at the Community Center and on the web site where visitors can vote for their favorite ideas. Entries can be combined with the suggestions in this Manual to create a customized PAC for your base.

War on Waste (WOW)

This multi-week activity will partner the local community and the USAF in a top-notch recycling effort. By partnering with the local media, the USAF will spread the word that the community is "Waging a War on Waste." Community members will be encouraged to collect recyclable items such as plastic, glass, and





Give the World a Hand

newspapers and drop them off at local collection centers. As an incentive, the USAF could partner with local restaurants and entertainment venues to provide coupons for civilians who make donations.

The goal of WOW will be to fill a large USAF vehicle with the recyclable items collected. The third Tuesday of each month will be designated "Top it Off Tuesday". On this day, donations will be collected from the community drop off points and brought to the area housing the USAF vehicle. This event will be open to the public and concessions will be sold on-site.

Talkin' About Trash Essay Contest

The Talkin' About Trash Essay Contest can be held for local elementary schools or just for children living on the base. Children will be encouraged to tell why conservation is important and what they can do to "Give The World a Hand" in 100 words or less. Essays will be posted in the Community Center and all visitors to the Center will be encouraged to vote for their favorites.

Prizes will be given at each grade level with one overall winner being selected. The overall winner will get to say, "Let the games begin!" at the event where the essays will also be displayed.

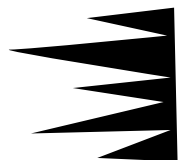
Battle By The Base

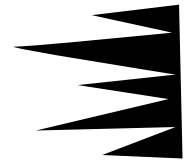
This contest will partner airmen with civilians in an effort to clean up local neighborhoods. Local neighborhood associations will be asked to donate \$50 to participate. Each participating neighborhood association will be assigned two to four team captains from the USAF. Captains will organize their troops to make improvements to the neighborhood. Teams will be encouraged to pick up trash, paint, plant flowers, and do anything else they can think of to beautify the neighborhood. Pictures taken before and after the Give the World a Hand effort will be posted in the Community Center and judged by a panel of celebrity judges. Prizes will be given in the each of the following categories: Most Improved, Best Team Effort and Most Creative

Signs with the winning team names will be given to each neighborhood to display at their entrance and press releases will be sent out to get articles placed in the local media.

Garbage Games

The Garbage Games begin with each participant spending two hours picking up trash in a preassigned area and ends with an afternoon of fun and competition.





The Garbage Games are open to anyone living on the base and will take place on a Saturday afternoon in a large field (preferably near the Community Center). Participants may sign up as individuals and be placed on a team for \$7 or as an entire team of 10 for \$50. Registration will take place at the Community Center. Suggested games include:

- **Bag Races** – This event is like the sack races you participated in as a child, but uses trash bags instead of the typical sacks.
- **Kick the Can** – One contestant dribbles, like soccer dribbling, the can for 25 feet where the next contestant is waiting to dribble the can back to the starting point. The team completing this task in the least amount of time wins. All teams can participate at once or this can be a timed event.
- **Trash Can Basketball** – Each of two team members is given 30 seconds to see how many wadded up paper “balls” he or she can get into a trash can from 8 feet away. The team with the highest combined score after 1 minute is the winner.

That'll Cost You

During the multi-week program, each time someone is caught wasting valuable resources (i.e., throwing away glass or newspaper, leaving the water running while brushing their teeth, etc.) they are issued a “That'll Cost You” sticker and reported to the “Conservation Squad” at the Community Center.

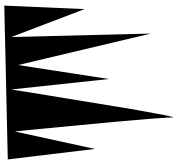
“Sited” parties must visit the Community Center to pay their fine by the end of the month or risk going to jail. Fines may be paid with \$5 or a commitment to perform one hour of community service per incident. Parties who fail to settle up by the end of the month will be thrown in “jail” in the Center on a designated evening.

Prior to the actual arrest and an evening at the “jail” at the Center, a “Wanted List” will be distributed and friends of convicts will be encouraged to stop by the Community Center for visitation. The “Conservation Squad” will be tasked with the challenge of tracking down the convicts and putting them in “jail” on the designated evening. Each prisoner must collect \$50 in pledges in order to be released. Prisoners will be granted phone calls to solicit the funds.

Gathering of the Garbage

This promotion is designed to Give the World a Hand within the local community and to showcase your impact at an existing festival or base activity. By adding this to an existing event with a built-in audience, the clean up aspect will receive more attention and those





Give the World a Hand

participating will have an added element of fun and exposure. The idea would be to enlist service clubs, each with a base personnel leader and assign each team a certain area in the local community to clean. At the end of the allotted time period, the trucks filled with all of the trash and debris collected would meet at a designated place. The entire crew would then parade into the main festival to show the impact of their hard work.

Team members could decorate, paint or otherwise enhance brooms, sacks, cans, gloves and other trash gathering paraphernalia and can compete for prizes such as the “Most Creative, ” “The Most Collected” and other categories.

VIP Curb-Side Recycling Services

Base personnel could host a drive using military equipment to go around the community and pick up household items, brush, or hazardous products such as oil, paint or other hard to dispose of products. This can be combined with WOW.

Community Garage Sale

Hosted by the base, this sale could be part of the themed activities with the spin of “Clean Out Your Garage Day.” Proceeds from the sale can benefit the Community Center and could be targeted to fund cleaning and recycling projects for the community.

Give the World a Hand Corps

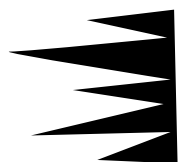
This easy-to-organize afternoon of activity involves offering t-shirts, gloves and refreshments to any volunteer who will donate four hours of fun. Cleaning crew volunteers meet at the Community Center to get their supplies then go on to an assigned area to clean, paint or plant. Center staff photograph the volunteers in action and post them on the Center board.

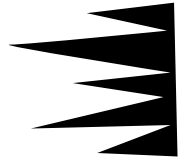
Lending A Hand can stretch outside the world of trash and clean ups to include all types of activities. Some idea starters are:

Paint It!

Paint goes a long way to making something look and feel new. Brainstorm all the things your painting team can do including:

- Adopt a playground; and paint the equipment
- Park benches; add a little color or create a contest to decorate; try park bench poetry
- Offer free painting for homes and businesses
- Paint barrels and create planters
- Create a mural to decorate a neighborhood
- Clean up graffiti and fences





Fix It!

Use your time and talent to go out and fix things. Add your ideas to this starter list:

- Fix up and repair homes, schools and playgrounds
- Repair automobiles, bikes, electronics; drop off and pick up at the Center (can also give classes on how to fix these items)
- Repair clothing and toys
- Fix furniture and distribute it to needy families

Plant It!

Use your green thumb to Give The World A Hand. Consider:

- Plant a garden at the Center or at locations around the base to beautify the base (could donate food to the needy)
- Create barrel planters in bright colors and add flowering plants; place around the base and/or community
- Plant grass seed on a ball field or wild flowers where there are weeds
- Add decorative rocks and landscaping to the Center or to a neighborhood
- Host classes on growing the flowers from seed at the Center
- Plant trees! Dedicate them, name them, love them!

Organize It!

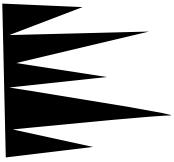
Use your skills and energy to organize a fundraising event to support your clean up activities. Or use an event to build interest and support for the Give The World A Hand campaign. Ideas include:

- Host a Clean Your Plate breakfast, lunch, cook-out, etc.
- Organize a drive for used books, school supplies, used toys, etc.
- Make the Center the spot for collection and distribution
- Stage bike safety classes and collect bikes for the needy
- Stage babysitting classes
- Offer healthy cooking classes and create meals to give to families

Look In the World and Find Cool Ideas

There are hundreds of organizations that have helpful ideas for projects. Check out www.USAWeekend.com and visit the site for Make A Difference Day. This annual event held each October encourages any group to get active in helping their local communities. Keep America Beautiful at www.kab.org highlights their annual clean up held each March through May and called "The Great American Clean Up." Another worldwide program is www.CleanUptheWorld.org. Please share with us your favorite community clean up web sites.





Plan of Attack

Plan of Attack Contest (PAC)

Overview

In order to generate excitement for Give the World a Hand, potential participants will be asked to create a Plan of Attack. This two-week contest will solicit suggestions regarding how to best stage clean up activities and promotions. The winners will be awarded prizes and asked to serve on committees to implement their plans.

Rationale

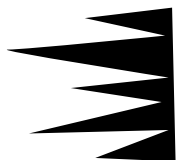
The Plan of Attack Contest (PAC) was created to kickoff the multi-week Give the World a Hand events and encourage buy-in from the base. This contest actually asks the USAF community to create the events in which they will later participate. The winners will be invited to serve on one of the committees responsible for implementing the actual Plan of Attack and will be recognized with an award, in the Center and in the local press. By sharing ideas and giving the participants ownership in the events, you will make them feel more compelled to participate. Often participants will encourage their peers and families to join in the fun.

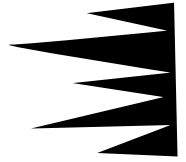
Event Organization

Assign a staff member, or volunteer, to manage the marketing and advertising of this activity. Assign another person to manage the logistics of the actual contest. Each person should plan to spend approximately five hours a week (for six weeks) on this project. The time commitments for the volunteers might be: two weeks prior to the contest, two weeks during the contest entry period, one week during voting, and one week following the contest.

Marketing and Advertising

Getting the word out is essential to the success of this contest and the overall success of the Give the World a Hand events. The marketing and advertising manager should plan to create press kits and distribute them to the base media. This person should also plan to make follow-up calls to encourage coverage of the upcoming contest. When describing the contest, be specific but concise and always include the deadlines, details regarding how to register, and prizes to be awarded. Decide if you can add more prizes to the appreciation awards, such as dinners at the Club or tours of the local area. If possible, partner with the base radio station and encourage listeners to log on to the Give the World a Hand web site or call in with suggestions.





Promote entry in the contest during the first weeks and voting for the winners at the Community Center during the next week. Following the contest, distribute press releases to announce the winners as well as the actual Plan of Attack (created by combining the suggestions of the winners with the suggestions in this section of the Manual with your own ideas.)

Logistics

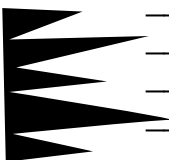
Prior to the contest kickoff date, entry forms, voting forms, ballot boxes, and rules sheets will need to be created. Sample forms and rules sheets have been included in this section of the Manual. Customize these pieces to fit your installation and contest details.

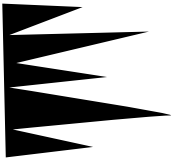
Determine the locations for entry forms and boxes and request permission to create displays in the desired spots. Think about whether you want to make entry forms available exclusively at the Center or allow them to be distributed at other high traffic areas as well. Purchase the ballot boxes and affix a copy of the rules to each one. Once the entry forms have been created, have them padded and attach them to the ballot box with double-sided tape or glue. Also attach at least two pens to each ballot box.

Once the entry portion of the contest is over, it is time to vote for the final winners. Collect the entries and post the finalists in the Center and on the web. Now let your patrons vote for the final winners. Be sure you have plenty of voting forms and contest instructions available.

Supplies

- _____ Folders and letterhead for press kits
- _____ Envelopes and labels to mail press kits
- _____ Postage for press kit mailing
- _____ Ballot boxes for each entry location (ballot boxes may be purchased at any shipping supply store)
- _____ Padded entry forms and rules
- _____ Voting forms and instructions
- _____ Pens attached to the ballot boxes (at least two per entry location)
- _____ Tape or glue to attach entry/voting forms to the ballot boxes
- _____ String or other materials to attach pens to ballot boxes
- _____ Internet website (if appropriate)
- _____ System (paper or computerized) to track and notify winners
- _____ Prizes
- _____ Camera and film
- _____ Digital camera for web site photos (if appropriate)





Plan of Attack

Event Operation

Place ballot boxes and entry forms in the appropriate locations the day the contest kicks off. Collect entries and check boxes daily to ensure there are plenty of entry forms and the pens are still attached and working.

At the end of the entry period, use a committee of staff members and volunteers to select finalists. Type descriptions of the finalists' entries and display copies at the Community Center. Do not include the name of the person submitting the entry. Replace the entry forms with voting forms and the rules with voting instructions. Begin to promote the voting process with base media and use the promotion to drive traffic into the Community Center.

At the end of the voting week, tally the voting forms and determine the winners. Combine the winners' ideas with the suggestions included in this section of the binder and with your own ideas to form the Plan of Attack for a multiple-weeks of clean up events.

Working With the Winners

Host a meeting at the Center to award the winners and to take a group shot for the media. At this time, ask the winners to help implement their ideas or to serve on an overall steering committee.

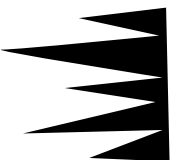
Post Event

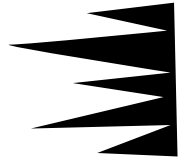
Distribute press releases announcing the winners as well as the actual Plan of Attack. Include brief descriptions of each event and the day(s) and time(s) it will take place. Also include locations of each event and instructions regarding how to participate. If you have a Give the World a Hand web site, post this information there as well as in the Community Center. If possible, include photos of the winners on the web site and at the Community Center.

Remember to keep track of the details in the contest such as:

- Overall number of entries
- Timing of the entries
- Effective promotional strategies
- Popular locations for entries
- Types of people who participated

Debrief the staff to determine improvements for your next event. Inventory and store all supplies for future use. Send thank you letters to committee members and volunteers and send prizes to the winners. Contact the winners regarding serving on a Give the World a Hand committee to implement their winning suggestions.





Event Operations Checklist Pre & Post Event

Event: **Plan of Attack Contest**

Date of Event: _____

Time of Event: _____

Location: _____

Back-Up Location, Date, Time: _____

Number of Guests: _____

Event Organization

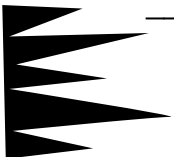
- _____ Event Worksheet started
- _____ Event file/notebook organized
- _____ Determine kickoff date
- _____ Determine entry due date
- _____ Determine judging period
- _____ Determine when/how to announce winners

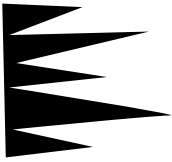
Marketing & Advertising

- _____ Flyer designed and distributed
- _____ Design a Give the World a Hand web site
- _____ Create press kits and distribute
- _____ Articles in newsletter, newspaper, etc.
- _____ PR on base radio/TV
- _____ Officer issues a challenge (at a base-wide meeting or event)
- _____ Determine other ways of generating interest (i.e., e-mail teasers instructing the recipient to visit the web site, paycheck stuffers, etc.)

Logistics

- _____ Create entry forms and have them padded (see sample)
- _____ Create a list of rules (see sample)
- _____ Choose locations for entry boxes (i.e., Community Center, mess halls, etc.)
- _____ Choose location for posting entries and judging (i.e., Community Center and web site)





Plan of Attack

Personnel Arrangements

- _____ Recruit committee
- _____ Assign someone to manage marketing and advertising
- _____ Assign someone to manage the logistics of the actual contest (rules/entry forms, entry collection, judging, awards, etc.)

Equipment & Supplies Ordered

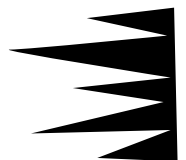
- _____ Create supply List (suggested list included in this section of your binder)
- _____ Purchase supplies
- _____ Purchase prizes/awards

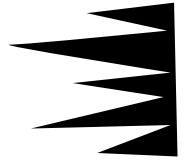
Event Operated

- _____ Place ballot boxes and entry forms in appropriate locations
- _____ Check boxes and collect entry forms daily
- _____ Collect entries at the end of the entry period
- _____ Post entries on web site and in the Community Center for judging
- _____ Replace entry forms with ballots
- _____ Tally results of paper judging and web site voting
- _____ Combine new suggestions with suggestions included in this section to create a Plan of Attack
- _____ Notify winners and award prizes

Post-Event

- _____ Debrief the staff to determine improvements for next event
- _____ Collect and put away all equipment and supplies
- _____ Inventory all supplies for reference next event
- _____ Send thank you notes to all committee members, volunteers, and vendors
- _____ Plan of Attack, list of winners, and photographs submitted to base newspaper, TV, and headquarters
- _____ Plan of Attack, list of winners, and pictures posted on the web site, in Community Center, and in other appropriate locations



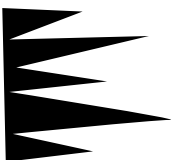


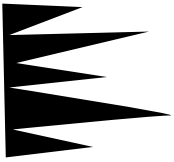
Plan of Attack Contest (PAC) Rules

The USAF is waging a war on waste with the First Annual Give the World a Hand effort. This is a multi-week period of activities designed to improve our community. Please help us create the Plan of Attack by submitting your suggestions regarding how to clean up our world and celebrate our successes.

Official Rules:

1. There are no bad ideas!
2. Submit as many entries as you can create.
3. All entries must be received by day, xx/xx/xx (date)
4. Entries can be submitted at drop boxes located throughout the base or on the Give the World a Hand web site at www.xxxxxxx.
5. Entries will be posted in the Community Center and on the Give the World a Hand Web Site.
6. Visitors to the Community Center and the web site will judge the entries.
7. Prizes will be awarded for all entries included in the official Plan of Attack.
8. In the event of identical suggestions, the winner will be randomly selected from a pool of matching entries.
9. Please call xx (name) at xxx.xxx.xxxx with any questions.





Plan of Attack

Plan of Attack Contest (PAC) Entry Form

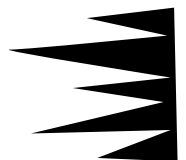
The USAF is waging a war on waste with the First Annual Give the World a Hand effort. This is a multi-week period of activities designed to use our time, talent and resources to have a positive effect on our world. Entries may be submitted on this form or from the USAF web site and must be received by "x" on "x".

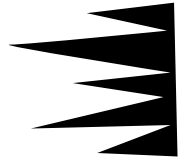
Name: _____
Phone: _____
E-Mail: _____

I'd like to see our base do the following activities and/or promotions for Give the World a Hand:

The results we could achieve in our community would be:

Please have all your entries returned to xx (location) by xx/xx/xx (date). Winners will be posted xx/xx/xx (date) at the Community Center and on our website, www.xxxxxxx.





Plan of Attack Contest (PAC) Ballot

The USAF is waging a war on waste with the First Annual Give the World a Hand effort. This is a multi-week period of activities designed to improve our community. Please help us create the Plan of Attack by voting for your favorite ideas from the list below. Voting will take place from xx (time) on day, xx/xx/xx (date) until xx (time) on day, xx/xx/xx (date). Votes can be submitted by using this ballot form or by visiting the Give the World a Hand website at www.xxxxxxxxxx. Please vote only one time.

Name: _____
Phone: _____
E-Mail: _____

Please circle your top five choices:

#1 Wage a War on Waste

#2 Garbage Games

#3 Top it Off Tuesdays

#4 Raid on Rations

#5 That'll Cost You

#6 Talkin' Trash

#7 Battle of the Base

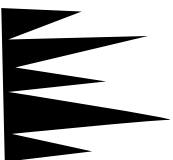
#8 Etc.

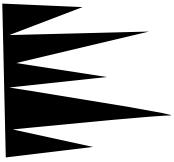
#9 Etc.

#10 Etc.

#11 Etc.

#12 Etc.





War on Waste

War on Waste “Top It Off Tuesdays”

Overview

Top It Off Tuesdays is a subcomponent of the overall War on Waste (WOW) promotion. For a selected period of time (either months or weeks), the third Tuesday of the month will be designated “Top it Off Tuesday,” a day for participation and celebration. On this day, donations will be collected from the WOW community drop off points and brought to a central event staging area featuring a USAF vehicle to be filled with the recyclables. Participants will also be encouraged to bring more trash to help “top it off” and celebrate the success. This event will be open to the public and concessions will be sold.

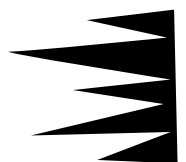
“Top it Off Tuesday” will have a pep rally type feel with a bonfire, popcorn and hot dogs for sale, and plenty of cheering as the donations are used to “top off” the vehicle. Each month a different high school could be recognized for its superior recycling efforts and that high school’s band and cheerleaders could be the featured performers.

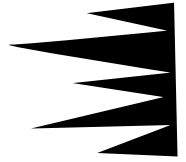
Rationale

Having a continuing WOW for multiple weeks creates community awareness and builds relations with many different groups in the base. Encouraging community participation will not only result in a greater recycling effort, but will also increase public awareness regarding the Community Center’s commitment to community service. In addition, the events will provide a unique, fun, and educational forum for people to spend time together doing something good for our world.

Implementation

Committees will be created to manage marketing and advertising, select the featured high school or other participating groups, organize the event logistics, and sell refreshments at the events.





Event Organization

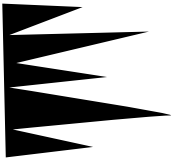
Select a staff member or volunteer to manage each of the following committees:

- **Marketing and Advertising** – The committee responsible for generating press coverage before, after, and during the events. Partnering with local media such as radio stations, television stations, and newspapers is highly recommended.
- **Logistics** – The committee responsible for a majority of on-site set-up and arrangements including venue, rentals, site layout, and safety. This committee must work with the local Fire Marshal to arrange an on-site inspection prior to the event and must have a detailed safety plan in place. Having paramedics on-site is also highly recommended.
- **Volunteers** – The committee responsible for recruiting, communicating with, training, and managing volunteers.
- **Food/Beverage** – The committee responsible for providing food and beverage services on-site. Local food vendors or the Club may be recruited to sell their products on site. This committee must communicate all rental needs with the logistics committee and must make arrangements for any health officials to perform a site inspection prior to food service.
- **High School Communication** – This committee will send a mailer to the local high schools describing the program and encouraging participation. This committee will also make follow-up calls with each school to further explain the contest and answer any questions. Each month the committee will select the high school it feels is putting forth the best recycling effort. This high school will be honored at the event and its band and cheerleaders will be asked to perform.

Marketing and Advertising

Even more so than with base events, getting the word out to the public is absolutely critical to the success of “Top It Off Tuesdays”. The marketing and advertising committee should plan to create press kits and distribute them to the local media as well as the base media. This committee should also plan to make follow-up calls to encourage coverage of the upcoming events. When describing the events, be specific but concise and always include the details regarding time, venue, activities and concessions available and featured activities.





War on Waste

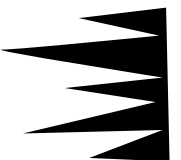
If possible, partner with local media including radio stations, television stations, and newspapers. Offer to let your media partners broadcast live from the event. Make sure you review the logistical requirements of this prior to the event and plan accordingly.

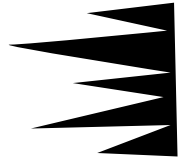
Prior to each event, distribute press releases and photographs along with information regarding how to participate in the next event, when and where it will be held, and who to call with questions.

Logistics

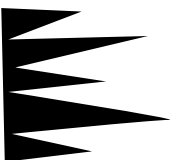
Because this event is open to the public, determining how many people will attend the first “Top It Off Tuesday” may be difficult. Planning without specific attendance numbers might cause logistics problems. Here are some items for consideration:

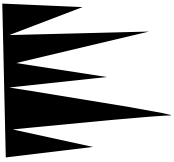
- **Venue** – The best venue would be a large grassy field with plenty of nearby parking. If this is not available, a parking lot will work as well. Reserve the venue for all three events and rain dates at least three months in advance of the events (earlier if possible).
- **Parking** – Make sure parking areas are well marked with signage. Parking can provide an opportunity for extra money making. Consider charging a small fee for parking, but don’t go overboard as charging an outlandish amount for parking will upset your guests before they set foot into your event. A minimal fee of \$1 or \$2 is suggested.
- **Food Booths** – It is recommended that you consider outside vendors to man the food booths if possible. If this is not possible, you may recruit volunteers to prepare and sell food such as hot dogs, popcorn, and nachos. In either case, work closely with health officials in advance so you’ll know what exactly is required for on-site food preparation (i.e., running water, covered prep area, cooling units, etc.). When working with outside vendors, create a form for their electrical and rental needs and require proof of insurance before you assign them space. Determine whether your food vendors will take cash or tickets for the items they sell. If they are taking tickets, provide them with aprons. If they are taking cash, they can be responsible for their own cash boxes and change. Make sure each food vendor has a professional sign listing the items for sale and the cost. Encourage food vendors to limit their selections to 4-6 items. For additional suggestions regarding working with food vendors, see the Let’s Celebrate section of this binder.





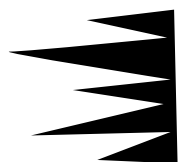
- **Food Ticket Selling** – If the food vendors will be taking tickets instead of cash, food ticket booths will need to be setup inside the event venue. These booths may be as simple as a table or as complex as a 10' x 10' tent. Make sure there is professional signage stating “Purchase Food and Beverage Tickets Here” and the cost of each ticket. It is also a good idea to have sample menus available so patrons can estimate how many tickets they will need.
- **Other Signage** – In addition to the signage for food booths, directional signage is important for the success of any event. Make sure patrons know where restrooms, exits, seating areas, the main stage, medical assistance, and the USAF vehicle are located. Always include signage to thank sponsors.
- **Trash** – The theme of the event is recycling, but unfortunately, not every item can be saved. Make sure you have plenty of trash boxes and garbage bags available. Set out the trash boxes and place five empty bags in the bottom of each one. Put one bag in place and clip it to each of the sides of the box with clothespins to avoid slippage (your trash volunteers will thank you!). Since this is an event themed around recycling, it is imperative to have recycling containers for glass, plastic, paper, and aluminum on-site. Other necessary supplies will include brooms and Latex gloves (another item your volunteers will appreciate).
- **USAF Vehicle** – The USAF Vehicle you are attempting to fill with recyclable goods should be placed in a prominent spot near the main stage. Make sure volunteers are in place to keep the general public (especially children) from climbing on the vehicle. A plan for placing the recyclable materials into the vehicle at the appropriate point of the program **MUST** be in place prior to the event. If the vehicle is close to the ground and the amount of materials limited, human labor may be used to “top it off.” If the amount of materials is larger and the top of the vehicle is several feet off of the ground an alternate method such as a crane or scoop shovel may be needed. If specialized equipment is required, make sure a qualified operator is on-site to perform the task at hand.

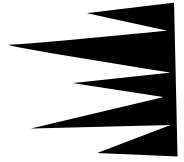




War on Waste

- **Main Stage** – The size of the stage will vary depending on the scope of the show and the size of the crowd. The larger the anticipated crowd, the higher off the ground the stage should be. Discuss space requirements with performers prior to the event to determine the length and width of your platform. The main stage should have a sound system and will therefore require electricity. If the event takes place at night, lights may also be necessary.
- **Entertainment** – The entertainment can be minimal or more complex if you see fit. Suggestions for entertainment range from simply having the Commander speak, letting the band and cheerleaders perform, and “topping off” the vehicle to hiring a well-known band or comedian. Since this is an open event, make sure the entertainment is appropriate for all ages. Other suggestions for entertainment include arts and crafts stations targeted at children, contests such as “Guess how many tons of trash” we’ve collected (remember you’ll have to have a way to measure this), and activities created by your media partners.
- **Seating Areas** – If you are providing food and entertainment at your event, seating areas are strongly recommended. If possible, set up picnic tables or 8 ft. tables with chairs. If this is an afternoon event place the tables in shaded areas where possible. Chairs in front of the stage might not be necessary, but make sure to include a handicap viewing area.
- **Safety** – It is imperative to have a preset plan in place to deal with medical emergencies, fire, inclement weather, lost children, and other misfortunate occurrences. The best plan is to have a designated medical emergency area with paramedics and an ambulance on-site. If this is impossible, a medical tent with qualified medical personnel may be substituted. Work with the base police to determine how many officers will be needed based on your particular venue, time of day, and the anticipated crowd. Brief all volunteers on safety issues instructing them not to move an injured person, but to find a staff member with a radio and call for help. Volunteers should also be instructed to take lost children to the main stage where a “lost parent” announcement should be made.





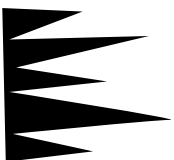
Event Operation

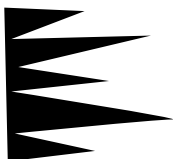
See volunteer assignments included in this section of your binder.

Post Event

Distribute press releases outlining the success of the event and providing information about upcoming events including how to purchase tickets, ticket price, scheduled activities, location, and other relative information. Include pictures from the event if possible.

Debrief the staff to determine improvements for your next event after each “Top It Off Tuesday”. Inventory and store all supplies for future use. Send thank you letters to committee members and volunteers at the end of all three events.





Supply List

Press Kits

- ☐ Folders
- ☐ Letterhead
- ☐ Envelopes
- ☐ Postage
- ☐ Mailing labels

High School Mailer

- ☐ Letterhead
- ☐ Envelopes
- ☐ Postage
- ☐ Mailing labels

Staff

- Staff Shirts ☐ Small ☐ Med. ☐ Large
☐ XL ☐ XXL ☐ XXXL
- ☐ Staff Name Tags
- ☐ Water and snacks
- ☐ Radios for event staff and medical/fire personnel and police

Signage

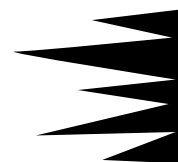
- ☐ Directional signage
- ☐ Parking
- ☐ Purchase Food/Beverage Tickets Here \$x
- ☐ Thanks to our Sponsors (include sponsor logos)
- ☐ Restrooms
- ☐ Purchase Refreshments Here (list prices)

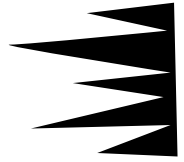
Ticketing

- ☐ Tickets
- ☐ Cash box
- ☐ Change
- ☐ Aprons for volunteers (with event logo if possible)

Trash

- ☐ Trash boxes
- ☐ Garbage bags
- ☐ Clothespins to clip trash bags to boxes
- ☐ Latex gloves for volunteers
- ☐ Recycling bins
- ☐ Brooms





USAF Vehicle

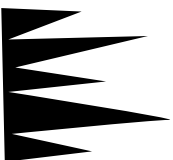
- ☐ Vehicle
- ☐ Recyclable items to fill the vehicle
- ☐ Equipment needed to fill the vehicle (human labor if minimum amount of recyclable items, crane or scoop shovel for larger amounts)

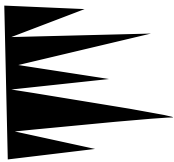
Rentals

- ☐ Tents
- ☐ Tables
- ☐ Chairs
- ☐ Table coverings
- ☐ Portable restrooms stocked with toilet paper, tissues, and cleaning supplies
- ☐ Stage
- ☐ Sound system
- ☐ Power supply for sound system
- ☐ Stanchions if a large crowd is anticipated
- ☐ Covered food prep area if necessary
- ☐ Running water if necessary
- ☐ Power supply for food vendors

Other

- ☐ First aid kit
- ☐ Camera and film
- ☐ Digital camera for web site photos (if appropriate and available)
- ☐ Megaphone/bullhorn for crowd control





Event Operations Checklist Pre & Post Event

Event: **Top it Off Tuesdays**

Date of Event: _____

Time of Event: _____

Location: _____

Back-Up Location, Date, Time: _____

Number of Guests: _____

Event Organization

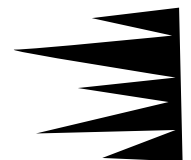
- _____ Event worksheet started
- _____ Event file/notebook organized
- _____ Determine dates of three events
- _____ Determine rain dates and develop plans to communicate with the community

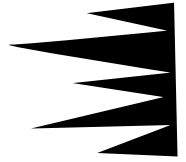
Marketing & Advertising

- _____ Flyer designed and distributed
- _____ Create press kits and distribute
- _____ Articles in newsletter, newspaper, etc. informing the local community and inviting it to attend (include ticket price)
- _____ PR on base radio/TV
- _____ Officer issues a challenge (at a base-wide meeting or event)
- _____ Determine other ways of generating interest
- _____ Contact high schools regarding participating by increasing their recycling efforts

Venue / Logistics

- _____ Determine venue for events (preferably a large field near the Community Center)
- _____ Reserve venue for rain dates as well
- _____ Collect wood and build bonfire
- _____ Choose winning high school each month and invite band and cheerleaders to participate
- _____ Determine format of actual show (if necessary)
- _____ Create and implement plan to sell refreshments
- _____ Hire rental/electrical company





Personnel Arranged

- ☐ Recruit committee
- ☐ Assign someone to manage marketing and advertising
- ☐ Assign someone to manage the venues and logistics
- ☐ Assign someone to recruit and manage volunteers
- ☐ Assign someone to manage food/beverage program

Equipment & Supplies Ordered

- ☐ Create supply list (see attached)
- ☐ Purchase supplies

Safety

Make arrangements for the following safety personnel:

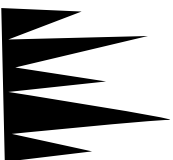
- ☐ Police
- ☐ Medical
- ☐ Food Service permits

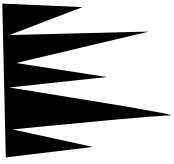
Event Operated

See volunteer descriptions

Post-Event

- ☐ Debrief the staff to determine improvements for next event
- ☐ Collect and put away all equipment and supplies
- ☐ Inventory all supplies for reference next event
- ☐ Send thank yous to all committee members, volunteers, and vendors
- ☐ Send post-event press release to local media
- ☐ Submit photographs to base newspaper, TV, and headquarters
- ☐ Post pictures on the web site, in Community Center, and in other appropriate locations





Volunteer Job Descriptions

Set-Up

These volunteers will report to work long before the event begins. They will assist with everything from hanging signage to covering tables. Don't assign volunteers to jobs requiring specialized skills such as setting up tents and other rental items or activating electrical boxes. Let your vendors handle such tasks. Assign set-up volunteers to the following areas:

- Signage
- Table coverings
- Trash box assembly and placement
- Setting tables and chairs in the seating areas and in all tents
- Delivering supplies (i.e., tickets, aprons, cash boxes, etc.) to the appropriate areas
- Other areas specific to your event

Parking

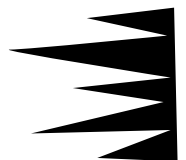
These volunteers will direct patrons where to park, collect money from them, and issue parking passes to be displayed in the front window of all cars. Provide these volunteers with aprons, parking passes, and change.

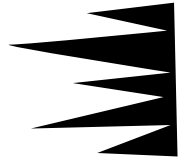
Ticket Sales

Some of these volunteers will be stationed in the food and beverage ticket booths. These volunteers will collect money and issue tickets. These volunteers should be provided with cash boxes, change, tickets, and general festival information as patrons are sure to ask them questions.

Ticket Sales Money Collection

One or two trustworthy staff members or volunteers should be assigned the duty of periodically collecting the money from the ticket sales booths. You may want to assign security guards to accompany these people. Collecting the money on a regular basis will prevent ticket sales volunteers from being responsible for large amounts of cash. Collected money should be taken to a predetermined area and counted. Make sure this area is out of sight and extremely secure.





Food Vendor Liaisons

Assign one volunteer for every six food vendors. These volunteers will be responsible for checking in with your food vendors and making sure they have everything they need for their operation. Make sure these volunteers are well informed regarding who can help them solve problems (i.e., rental company contact, electrical contact, food service representative, etc.).

Trash

Your trash volunteers might be the most important group. They are responsible for keeping your event site clean and free of hazards. Instruct these volunteers to remove full trash bags from trash boxes and deposit them in a predetermined area (i.e., a dumpster away from your event site). These volunteers should also remove trash from the ground, tables, and any other areas in need of cleaning. Provide your trash volunteers with latex gloves.

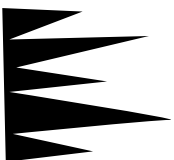
These volunteers should also monitor the recycling areas and empty collection containers when necessary. Make sure these volunteers are instructed to keep recyclable items separate from trash.

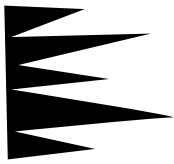
Limited-Access Area Monitors

Place volunteers around limited-access areas such as the USAF vehicle, bonfire, and main stage. Volunteers are simply responsible for keeping patrons away from these dangerous areas. Instruct volunteers to be polite but firm and to contact security to deal with patrons who refuse to cooperate.

Entertainment Liaisons

Assign some people to make sure your MC, band, cheerleaders, and other entertainers know the show schedule and have everything they need (i.e., props, water, etc.).





Garbage Games

Overview

The Garbage Games begin with each participant spending two hours picking up trash in a pre-assigned area and end with an afternoon of fun and competition.

The Garbage Games are open to anyone living on the base and will take place on a Saturday afternoon in a large field (preferably near the Community Center). Participants may sign up as individuals and be placed on a team for \$7 (suggested price can be adjusted if necessary) or as an entire team of 10 for \$50. Registration will take place at the Community Center. Suggested games include: bag races, art contest, kick the can, trash can basketball, and Hats Off to You.

Rationale

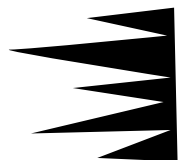
In addition to providing a service of cleaning up the base and its surrounding areas, the Garbage Games will provide an afternoon of camaraderie, team building, and just plain fun.

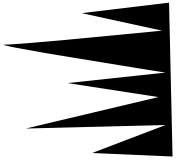
Event Organization

Select a staff member or volunteer to manage each of the following committees:

- **Marketing and Advertising** – This is the committee responsible for generating press coverage before, after, and during the event. Partnering with Base media such as the radio station, television station, and newspaper is highly recommended. You might challenge your media partners to register their own teams.
- **Logistics** – This is the committee responsible for a majority of on-site set-up and arrangements including venue, rentals, site layout, and safety. This committee must have a detailed safety plan in place. Having paramedics on-site is highly recommended.
- **Volunteers** – This is the committee responsible for recruiting, communicating with, training, and managing volunteers.

For more detail on these committees, see the next few pages.





Marketing and Advertising

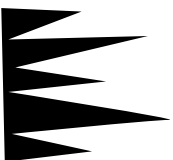
Generating press coverage during the registration period for this event is key to the event's overall success. The marketing and advertising committee should plan to create press kits and distribute them to the base media. This committee should also plan to make follow-up calls to encourage coverage of the upcoming events. When describing the events, be specific but concise and always include the details regarding time, venue, and anticipated number of participants.

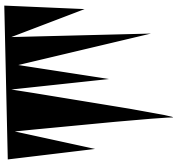
After the event, distribute press releases, photographs and information on how to participate in the next Give the World a Hand event. This information should include when and where it will be held and who to call with questions.

Logistics

Here are some items for consideration:

- **Safety** – Safety is crucial during this event. Expect scrapes, scratches, and sprained ankles and plan accordingly. It is imperative you have a preset plan in place to deal with medical emergencies, fire, inclement weather, lost children, and other unfortunate occurrences. The best plan is to have a designated medical emergency area with paramedics and an ambulance on-site. If this is impossible, a medical tent with qualified medical personnel may be substituted. Brief all volunteers on safety issues instructing them not to move an injured person, but to find a staff member with a radio who can call for help. Volunteers should also be instructed to take lost children to the main stage where a “lost parent” announcement should be made.
- **Venue** – The best venue would be a large grassy field with plenty of nearby parking. At least three months in advance (earlier if possible), reserve the venue for the day of the event as well as a rain date.
- **Parking** – Make sure parking areas are well marked with signage.
- **Water Stations** – Due to the physical nature of the games, it is important to make sure your participants are well hydrated. Place water tents or tables close to the area where each game is taking place. Water stations may consist of 10' x 10' tents with tables and chairs for volunteers to constantly monitor the area. Or the stations may simply be tables or tubs volunteers check regularly. If possible, get a sponsor to donate bottled water or partner with a Gatorade or another sport drink. If not, you may serve water from coolers, but don't forget the cups!





Garbage Games

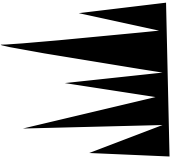
- **Signage** – Directional signage is particularly important to the success of this event. Make sure each event is well marked so competitors do not miss their chance to compete. Also direct patrons to restrooms, the main stage, and medical assistance. Always include signage to thank sponsors.
- **Trash** – The theme of the event is recycling, but unfortunately, not every item can be saved. Make sure you have plenty of trash boxes and garbage bags available. Set out the trash boxes and place five empty bags in the bottom of each one. Put one bag in place and clip it to each of the sides of the box with clothespins to avoid slippage (your trash volunteers will thank you!). Since this is an event themed around recycling, it is imperative that you have recycling containers to collect any anticipated recyclables (i.e., plastic water bottles, aluminum cans, etc.). Other necessary supplies will include brooms and Latex gloves (another item your volunteers will appreciate).
- **Main Stage** – Unless you plan to add an additional entertainment portion to this event (i.e., having groups such as aerobic dance squads, jump roping teams, or cheerleaders), a small stage (8' x 16' and 3' high) will do the trick. The main purpose of this stage is to serve as a central location for announcements and awards. One person can lead morning exercises from this stage with additional instructors stationed throughout the crowd. If a large crowd is anticipated, put these instructors on risers or tables to increase visibility.
- **Seating Areas** – While not imperative to the success of the Garbage Games, it is a nice touch to provide the spectators with a seating area. This can simply be a set of bleachers placed by the main stage or by one of the event areas.
- **Restrooms** – Depending on the location of the event and the anticipated crowd, it may be necessary to provide portable restrooms. If so, make sure they are well stocked at all times with toilet paper and hand towels.

Games

- **Bag Races** – This event is like the sack races you participated in as a child, but uses trash bags instead of the typical sacks. Make sure you buy **heavy-duty** trash bags or they will rip and the game will not work. To avoid on-site problems, test the trash bags you have purchased prior to the event. Or double the bags for more strength.

To set-up for this game, simply paint a start/finish line on one side of the course and another line parallel to the first 25 ft. away. Make





sure the necessary supplies are on-site (see supply list) and have a volunteer to start the race as well as two volunteers to serve as line judges and five volunteers to time each heat.

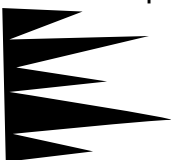
For the races, partner two team members having one stand at the start/finish line and the other stand directly across from the partner on the line 25 ft. away. Give each person a trash bag and instruct him or her to get inside. Before each heat, review the rules: The first team member will hop to the second team member, tag that person and get out of the way. The second team member will simply hop back to the start/finish line. Make sure each person understands they must tag the second team member before the second team member is allowed to leave the 25 ft. line. Participants failing to do this will be disqualified. Each participant will be timed and judged against all other teams. Where a team finishes in a particular heat is irrelevant to the overall competition.

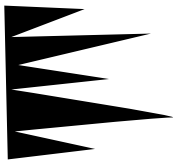
Once the rules have been stated and questions have been answered, the timers will get in place (one behind each person at the start/finish line), two line judges will stand on the 25 ft. line to watch for tagging, and the starter will say "On your mark, get set," and then shoot a starter's gun or horn.

Each team will be timed and judged against all other teams. In the event of a tie, a race off will take place following the other competitions. The same team members racing originally will be required to compete again.

- **Art Contest** – Using the trash collected earlier in the day, contestants are challenged with the task of creating sculptures, mosaics, or other art in a 10 minute period of time. A panel of judges will determine the winners based on overall look, creativity, best use of supplies, and any other characteristics deemed important.

Supplies for this event are listed on the attached supply list. To set up, place chairs around the tables leaving plenty of working space for each team. Depending on the number of participants, this event can be run in one "heat" or several. Place the supplies (trash collected earlier in the day, construction paper, hammer, nails, string, yarn, etc.) in the middle of the table. Make sure there is a pair of scissors, tape, and glue at each place setting.





Garbage Games

Before the contest begins, simply explain to the contestants that they are to create a work of art from the materials in front of them. Tell them they will have 10 minutes to complete a masterpiece that will then be judged by a pre-selected panel of judges. The judges' decisions will be final!

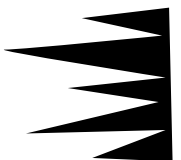
Once the team members are seated and the rules have been stated, the starter will say, "On your mark, get set, go!" and the timer will start the stopwatch. At the end of 10 minutes, the artists will be instructed to put down their supplies and place their finished products on a nearby judging table. Make sure every entry is clearly marked with the team's name or number. Once every team has submitted an entry, the judges will make their decisions, but the winners will be kept a secret until the Awards Ceremony. In the event of a tie, judges will be asked to reevaluate and determine a clear winner as well as a second and third place finisher.

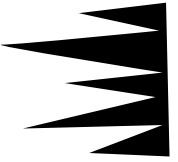
- **Kick the Can** – In this game, one contestant dribbles (like dribbling a soccer ball) a can for 25 feet where the next contestant is waiting to dribble the can back to the start/finish line. The team completing this task in the least amount of time wins.

Setup for this game is identical to setup for the Bag Races. To setup for this game, simply paint a start/finish line on one side of the course and another line parallel to the first 25 ft. away. Make sure the necessary supplies are on-site (see supply list) and have a volunteer to start the race as well as two volunteers to serve as line judges and five volunteers to time each heat.

For the races, partner two team members, having one stand at the start/finish line and the other stand directly across from the partner on the line 25 ft. away. Give each starting person a can. Before each heat, review the rules: The first team member will dribble the can (using only his or her feet) to the second team member, tag that person and get out of the way. The second team member will simply dribble the same can back to the start/finish line. Make sure each person understands they must tag the second team member before the second team member is allowed to leave the 25 ft. line. Participants failing to do this will be disqualified. Each participant will be timed and judged against all other teams. Where a team finishes in a particular heat is irrelevant to the overall competition.

Once the rules have been stated and questions have been answered, the timers will get in place (one behind each person at the start/finish line), two line judges will stand on the 25 ft. line to watch for tagging, and the starter will say "On your mark, get set,"





and then shoots the starter's gun or horn.

Each team will be timed, given a score and judged against the times of all other teams. In the event of a tie, a race off will take place following the other competitions. The same team members racing originally will be required to compete again.

- **Trash Can Basketball** – Each of two team members will be given 30 seconds to see how many wadded up paper “balls” he or she can get in a trash can from 8 ft. away.

To set up for this event, place five trash cans 15 ft. apart from each other and paint an 8 ft. arc around on one side of each one (like the three point line in an actual basketball game). All trash cans and arcs must be identical.

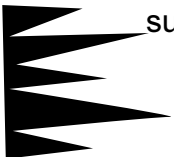
One volunteer will be needed to serve as a starter/timer and five volunteers will be needed to serve as counters. The counters will have clipboards with paper and pens to record shots made. The starter will need a bullhorn and a stopwatch.

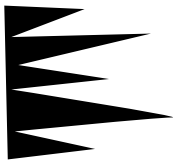
Five teams will participate at a time. Both members of the team will stand at the top of the arc and one member will be given a stack of construction paper. For the first 30 seconds, this person's job will be to wad up the paper and hand it to the other teammate. The second person will then shoot the “ball” from behind the arc as the counter records the number of baskets. After 30 seconds, the partners will switch roles and repeat the process.

Each team member will be given an individual score and will be judged against all other individuals. The team with the highest combined score of all of their 10 members will be the winner. Where a team finishes in a particular heat is irrelevant to the overall competition. In the event of a tie, a shoot off will take place following the other competitions. The same team members shooting originally will be required to compete again.

A modification of this game might be to shoot empty cans.

- **Hats Off to You** – In this contest, the team that can make the best newspaper hat in 5 minutes wins. A panel of judges will determine the winners based on overall look, creativity, best use of supplies, and any other characteristics deemed important.





Garbage Games

Supplies for this event are listed on the attached supply list. The set up is identical to the Art Contest. To set up, place chairs around the tables leaving plenty of working space for each team.

Depending on the number of participants, this event will take several “heats”. Place the supplies (newspaper, string, yarn, construction paper, markers, etc.) in the middle of the table. Make sure there is a pair of scissors, tape, and glue at each place setting.

Before the contest begins, simply explain to the contestants that they are to create a newspaper hat from the materials in front of them. Tell them they will have five minutes to complete their hat that will then be judged by a pre-selected panel of judges. The judges’ decisions will be final!

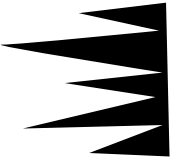
Once the team members are seated and the rules have been stated, the starter will say, “On your mark, get set, go!” and the timer will start the stopwatch. At the end of five minutes, the artists will be instructed to put down their supplies and place their finished products on a nearby judging table. Make sure every entry is clearly marked with the team’s name or number. Once every team has submitted an entry, the judges will make their decisions, but the winners will be kept a secret until the Awards Ceremony. In the event of a tie, judges will be asked to reevaluate and determine a clear winner as well as a second and third place finisher.

Best Team Name/Team Costume

You might create other categories for competition and scoring. Consider giving points for the best team name or costumes. Use your creativity to look for new categories.

Overall Team Scoring

Each time a team wins a competition (including best team name and costume), that team will be awarded 300 points. Second and third place finishers will be awarded 200 and 100 points, respectively. At the end of the competition, points will be tallied and prizes will be given for first, second, third, and last place during the Awards Ceremony. Winners of the Art Contest and Hats Off to You will also be announced at this time.



Event Registration

Garbage games are open to anyone living on or affiliated with the base. Registration takes place at the Community Center for a period of two weeks prior to the event. Participants may sign up as individuals for \$7 and be placed on teams or as an entire team of 10 for \$50. All members need not be present to register a team, but the names of all team members must be provided. On-site registration may be accepted.

Registration should be open from 9:00 AM – 5:00 PM each day. Supplies needed include a cash box and change, paper to record team members' names, receipts, and flyers describing the Garbage Games.

Morning Opening Ceremony

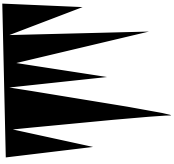
The purpose of the Morning Opening Ceremony is to get everyone in one place, wake them up, arm them with their supplies, and send them on their "trash-collecting" way. The morning Master of Ceremonies (MC) should thank everyone for coming, review the format of the day (two hours of trash collecting followed by event sign up and a lunch break, and then an afternoon of fun and games.) Event sign up should be mentioned several times and teams should be told if they fail to sign members up for events, they will be disqualified. The morning session should include a brief period of aerobic exercise to wake the participants up. Finally each team will be sent to its assigned trash area and armed with trash bags and gloves. It is best if you have pickup trucks to drop off and collect team members (or at least to pick up the trash) so no one has to put the "collected treasures" into their vehicle.

Individual Competition Signup

The event signup area can be a tent or a few tables with signup sheets listing the name and a brief description of each event. Five volunteers will be needed to staff the signup area, so be sure to have chairs for these people. Also make sure to have plenty of pens or pencils on hand. Have 10 copies of the master registration list detailing who has paid to participate on-site as well.

As the team members return from collecting trash, they will need to register for the games they'll be playing. Team members will report to a sign in table, show their ID's, and receive a wristband indicating they are official team members. A wristband vendor is listed in the Resources section of this Manual. If an original team member cannot make it to the event, a replacement may be sent. That replacement must have a note signed by the original player stating



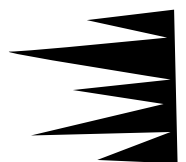


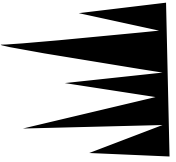
Garbage Games

he or she will not be able to participate, but the new team member may take his or her place. **NO SUBSTITUTIONS WILL BE ALLOWED ONCE THE GAMES BEGIN.** Make sure this rule is clearly posted at the event signup area.

Once team members have wristbands, they will proceed to the actual signup area where they will register all team member in each of five events. The easiest way to register members is to provide signup lists with the name and a brief description of the game. Each team member must participate in every event. To easily track team participation, write all team names on the list and leave 10 blank lines next to each for the team members to sign in. Make sure to tell the players what approximate time each game will begin.

To see a sample sign in sheet, see the next page.

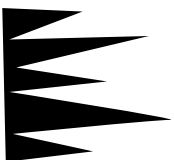


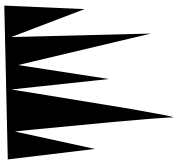


Garbage Games Art Contest Registration

Using trash collected earlier in the day, contestants will create works of art in a 10-minute time period.

<u>Team</u> <u>Name</u>	<u>Players</u>	<u>Players</u>
Garbage Gang	_____	_____
	_____	_____
	_____	_____
	_____	_____
	_____	_____
Armed & Dangerous	_____	_____
	_____	_____
	_____	_____
	_____	_____
	_____	_____
Oscar's Grouchy Gang	_____	_____
	_____	_____
	_____	_____
	_____	_____
	_____	_____





Garbage Games

Lunch

Lunch at the Garbage Can Games might be handled in one of two ways. The easiest way to handle lunch is to give the participants an hour and a half break to go eat and put on their costumes. If you can get a sponsor, a second idea is provide the participants with boxed lunches as part of the entry fee.

Afternoon Opening Ceremony

Before the games actually kickoff, a brief Afternoon Opening Ceremony will take place. During this portion of the event, the MC will review important information regarding scoring and safety procedures. During the Afternoon Opening Ceremony, judges will evaluate the team costumes and make their decisions regarding best costumes and team name. Cheerleaders can also be included in the portion of the program to lead a team cheering competition and fire up the troops. Finally, the winner of the Talkin' Trash Essay Contest will say, "Let the games begin!" and team members will report to their areas of competition.

Awards Ceremony

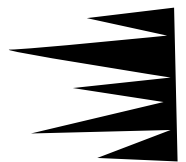
It is important to choose a qualified MC for the Awards Ceremony portion of the event. This person will help the team members keep the competition in perspective and ensure everyone has a good time. Write an actual script or a list of speaking points for the MC so he or she will remember to thank any sponsors and make other necessary announcements. The MC should thank everyone for participating and congratulate the teams on their performance. Awards to be announced include best team name, best costume, winner of the art contest, winner of Hats Off to You, and overall third, second, first, and last place winners.

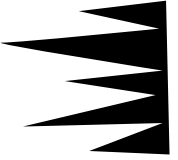
Prior to the Awards Ceremony, the actual awards should be placed on a table onstage and two volunteers should be assigned to distribute them as the winners are called and approach the stage. Be sure to have a photographer on hand to capture the winning moments.

Post Event

Distribute press releases outlining the success of the event and providing information about upcoming events including scheduled activities, location, and other relative information. Include pictures of the event if possible.

Debrief the staff to determine improvements for your next event. Inventory and store all supplies for future use. Send thank you letters to committee members and volunteers.





Supply List

Press Kits

- ☐ Folders
- ☐ Letterhead
- ☐ Envelopes
- ☐ Postage
- ☐ Mailing labels

Pre-Registration

- ☐ Entry forms
- ☐ Cash boxes
- ☐ Change
- ☐ Receipts
- ☐ Paper
- ☐ Pens
- ☐ Signage
- ☐ Garbage Games flyers

Staff

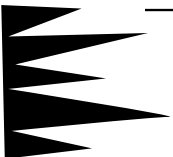
- Staff Shirts ☐ Small ☐ Med. ☐ Large
 ☐ XL ☐ XXL ☐ XXXL
- ☐ Staff Name Tags
- ☐ Water and snacks

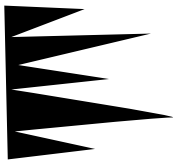
On-Site Event Sign Up

- ☐ Master registration lists (10 copies)
- ☐ Sign-up sheets
- ☐ Instructions regarding sign up
- ☐ Sharpie markers
- ☐ Wristbands

Signage

- ☐ Event Sign Up
- ☐ Main Stage
- ☐ Restrooms
- ☐ Water
- ☐ First Aid
- ☐ Sign for each game
- ☐ Signage to thank sponsors





Garbage Games

Team Trash Collection

- ___ Bags
- ___ Gloves

On-site Trash

- ___ Standard trash boxes
- ___ Garbage Bags
- ___ Clothespins to clip trash bags to boxes
- ___ Latex gloves for volunteers
- ___ Recycling bins
- ___ Brooms

Rentals

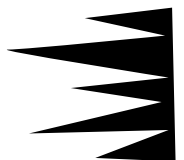
- ___ Tents
- ___ Tables
- ___ Chairs
- ___ Table coverings
- ___ Portable restrooms stocked with toilet paper, tissues and cleaning supplies
- ___ Stage
- ___ Sound system
- ___ Music (including Star Spangled Banner)
- ___ Flag
- ___ Power supply for sound system
- ___ Risers (or tables) for aerobics instructors
- ___ Bleachers

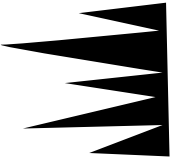
Bag Races

- ___ Extra strength trash bags
- ___ Stopwatches
- ___ Starters gun
- ___ Tape measure and paint and brushes to create start/finish line
- ___ Paper and clipboards for recording results
- ___ Pens on ropes for timers
- ___ Bullhorn

Art Contest

- ___ Trash collected earlier in the day
- ___ Tables, chairs, and table coverings
- ___ Gloves for participants
- ___ Stopwatch
- ___ Art supplies (glue, tape, scissors, string/yarn, construction paper, hammers and nails, wire, paint, etc.)
- ___ Wet wipes or hand washing station
- ___ Paper and clipboards for recording results





Kick the Can

- ___ 10 Soup cans
- ___ Tape measure, paint and brushes to create start/finish line
- ___ Stopwatches
- ___ Paper and clipboards for recording results
- ___ Pens or ropes for timers
- ___ Bullhorn

Trash Can Basketball

- ___ 5 Identical trash cans
- ___ Several sheets of construction paper
- ___ Tape measure
- ___ Tape measure, paint and brushes to create start/finish line
- ___ Stopwatch
- ___ Paper and clipboards for recording results
- ___ Pens on ropes for scorekeepers
- ___ Bullhorn

Hats Off to You

- ___ Tables, chairs, and table coverings
- ___ Newspaper
- ___ Art supplies (glue, tape, scissors, string/yarn, construction paper, markers, etc.)
- ___ Stopwatch
- ___ Paper and clipboards for recording results
- ___ Pens on ropes for judges
- ___ Wet wipes or hand washing stations

Supplies for Additional Events You Create

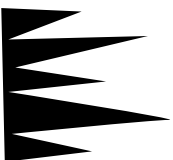
TBD

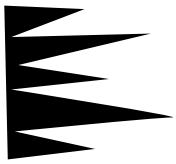
Beverage Stations

- ___ Tables
- ___ Tubs and ice or water coolers
- ___ Water
- ___ Cups (if necessary)

Prizes

- ___ To be determined by local organizer





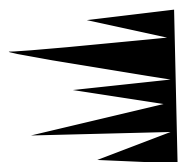
Garbage Games

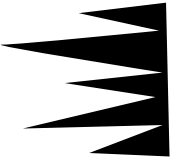
Toolbox/Event Bag with things to have on hand

- ☐ Hammer
- ☐ Nails
- ☐ Screwdriver
- ☐ Pliers
- ☐ Scissors
- ☐ Rubber bands
- ☐ Paper clips
- ☐ Safety pins
- ☐ Batteries
- ☐ Quarters
- ☐ Suntan lotion
- ☐ Stopwatch
- ☐ Electrical tape
- ☐ Glue stick
- ☐ String
- ☐ Fishing line
- ☐ Nametags
- ☐ Paper
- ☐ Pencils
- ☐ Pens
- ☐ Markers
- ☐ Calculator
- ☐ Business cards
- ☐ Injury report forms

Other

- ☐ First Aid kit
- ☐ Camera and film
- ☐ Digital camera for web site photos (if appropriate and available)
- ☐ Additional megaphone/bullhorn for crowd control





Event Operations Checklist Pre & Post Event

Event: **Garbage Games**

Date of Event: _____

Time of Event: _____

Location: _____

Back-Up Location, Date, Time: _____

Number of Guests: _____

Event Organization

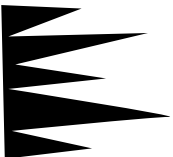
- _____ Event worksheet started
- _____ Event file/notebook organized
- _____ Determine date of event
- _____ Determine rain date

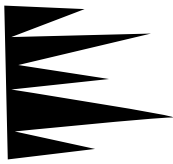
Marketing & Advertising

- _____ Flyer designed and distributed
- _____ Create press kits and distribute
- _____ Articles in base newsletter, newspaper, etc.
- _____ PR on base radio/TV
- _____ Officer issues a challenge (at a base-wide meeting or event)
- _____ Determine other ways of generating interest

Pre-Event Registration

- _____ Determine registration location(s) (i.e., Community Center)
- _____ Recruit volunteers to man booth
- _____ Create flyers with the following information: event description, cost to register, date, time, place, and a phone number for additional questions
- _____ Get supplies to volunteers (see supply list)





Garbage Games

Venue / Logistics

- _____ Determine venue for event (preferably a large field near the Community Center with plenty of parking nearby)
- _____ Reserve venue for rain date as well
- _____ Determine areas to pickup trash
- _____ Determine games
- _____ Determine format of morning ceremony, afternoon ceremony, and Awards Ceremony and recruit a Master of Ceremonies
- _____ Hire rental/electrical company
- _____ Create event Sign-up sheets and master registration list
- _____ Get sponsors if possible (i.e., water or sport drink, newspaper, trash bags, and other supplies)

Personnel Arranged

- _____ Recruit committee
- _____ Assign someone to manage marketing and advertising
- _____ Assign someone to manage the venues and logistics
- _____ Assign someone to recruit and manage volunteers

Equipment & Supplies Ordered

- _____ Create supply list (starter list attached – add supplies for additional games you create)
- _____ Purchase supplies

Safety

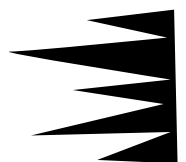
- _____ Make arrangements with medical personnel

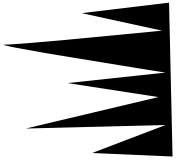
Event Operated

See volunteer descriptions

Post-Event

- _____ Debrief the staff to determine improvements for next event
- _____ Collect and put away all equipment and supplies
- _____ Inventory all supplies for reference next event
- _____ Send thank you notes to all committee members, volunteers, and vendors
- _____ Send post-event press release to local media
- _____ Submit photographs to base newspaper, TV, and headquarters
- _____ Post pictures on the web site, in Community Center, and in other appropriate locations





Volunteer Job Descriptions

Set-Up

As with Top It Off Tuesdays, these volunteers will report to work long before the event begins. They will assist with everything from hanging signage to covering tables. Don't assign volunteers to jobs requiring specialized skills such as setting up tents and other rental items or activating electrical boxes. Let your vendors handle these tasks. Assign set-up volunteers to the following areas:

- Signage
- Table coverings
- Trash box assembly and placement
- Setting tables and chairs
- Delivering game supplies to the appropriate areas
- Setting up the game areas including painting start/finish lines or arcs where appropriate
- Setting up water stations
- Other areas specific to your event

Parking

These volunteers will direct patrons where to park. You may not need these volunteers if parking is well marked and plentiful.

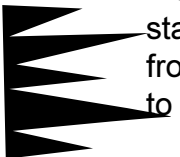
Trash

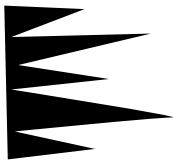
Trash volunteers are responsible for keeping your event site clean and free of hazards. Instruct these volunteers to remove full trash bags from trash boxes and deposit them in a predetermined area (i.e., a dumpster away from your event site). These volunteers should also remove trash from the ground, tables, and any other areas in need of cleaning. Provide your trash volunteers with latex gloves.

These volunteers should also monitor the recycling areas and empty collection containers when necessary. Make sure these volunteers are instructed to keep recyclable items separate from trash.

Limited-Access Area Monitors

Place volunteers around limited-access areas such as the main stage. Volunteers are simply responsible for keeping patrons away from dangerous areas. Instruct volunteers to be polite but firm and to contact security to deal with patrons who refuse to cooperate.





Garbage Games

Entertainment Liaisons

Assign a couple of people to make sure your Master of Ceremonies, aerobics instructors, and other entertainers know the show schedule and have everything they need (i.e., props, music, water, etc.). These volunteers will also be in charge of organizing the awards for distribution.

Bag Races/Kick the Can

Five Timers: These volunteers will each stand behind a participant at the start/finish line. They will start the stopwatches the minute they hear the starter's gun and hit the stop button as soon as the second team member crosses the finish line. Each timer will record the team's name and time. One timer should be responsible for collecting the times and returning them to the registration tent for tallying.

One Starter: The starter will review the rules with the participants, ask for questions, and then have the teams get in place. Once all participants are ready, the starter will say, "On your mark, get set" and then shoot the starter's gun.

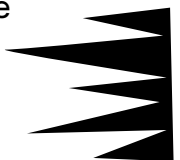
Two Line Judges: The line judges will stand at each end of the line parallel to the start/finish line. They will watch to make sure the first team member tags the second team member. If this does not happen, they will instruct the second team member to go back and tag the first or be disqualified.

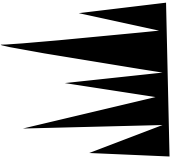
Art Contest/Hats Off to You

One Starter/Timer: The starter will review the rules with the participants and ask for questions. Once all participants are ready, the starter will say, "On your mark, get set, go" and start the stopwatch.

Two Supervisors: The supervisors are on-site to answer questions and help participants find supplies during the contest. At the end of the contest, they will make sure contestants quit working and help them move their entries to the designated table. Supervisors will be responsible for making sure each team's name or number is on its entry.

Three Judges: Judges will determine a first, second, and third place winner. In the event of a tie, they will be asked to reevaluate and determine a clear winner. One judge will be responsible for taking the list of winners to the registration tent.





Trash Can Basketball

One Starter/Timer: The starter will review the rules with the participants and ask for questions. Once all participants are ready, the starter will say, "On your mark, get set, go" and start the stopwatch.

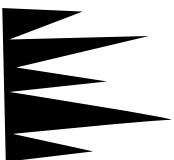
Five Counters: Each counter will be stationed by a trash can and will simply count the number of "shots" made. Each counter will record the team's name and score. One counter should be responsible for collecting the scores and returning them to the registration tent for tallying.

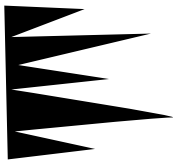
Event Sign-up/Scorers

The same group of volunteers can be responsible for event sign-up and scoring since one takes place at the beginning of the event and the other at the end.

Sign-up: Sign-up volunteers will be needed to check ID's against the master registration list and issue wristbands as well as assist the teams with signing up for the actual events. Five volunteers should be sufficient, but you might need to increase this number depending on how many participants are registered.

Scoring: Scorers will simply award 300 points for all first place finishes, 200 for second place finishes, and 100 for third place finishes. Once all scores have been collected (including best costume and team name), the scorers will determine the overall first, second, third, and last place winners. Scorers will communicate this information with the MC and entertainment liaisons.





Additional Tips

Below are some additional suggestions regarding money-making opportunities, sponsorship, and public relations. Combine these suggestions with your own ideas, or ideas you've borrowed from other organizations to ensure maximum success. Above all, get creative and have fun with Give the World a Hand.

Money-making Opportunities

In addition to the ideas listed throughout this section, the following suggestions provide great ways to increase revenue at any event:

- Charge for parking at events
- Sell souvenirs
- Charge admission
- Require event participants/teams to get sponsors
- Sell food
- Create an on-site program and sell ad space

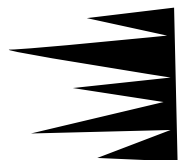
Sponsorship

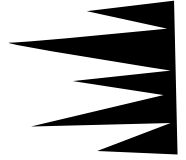
Customize awards around the name or advertising slogan of cleaning products. Some suggestions include:

- The Quicker Picker-Upper Award sponsored by Bounty Paper Towels for the person who picks up the most trash during the Garbage Games
- The Spic and Span Award sponsored by Spic and Span for the winning Battle of the Base neighborhood
- The Rubber-*most shots*-maid Trash Can Basketball Award sponsored by Rubbermaid
- The Glad You Tried Award sponsored by Glad Trash Bags for the last place Garbage Games team

Recruit businesses or products to sponsor specific events or areas of your events. Some suggestions include:

- Battle By The Base sponsored by a landscaper or paint manufacturer
- Garbage Games sponsored by a trash collection agency or recycling company
- Safety First sponsorship at the Garbage Games and Top It Off Tuesdays provided by a hospital or medical supply company





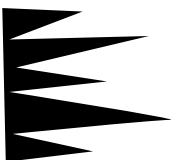
Solicit local businesses to donate needed supplies including:

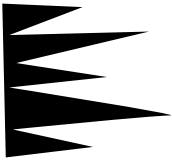
- Trash bags
- Gloves
- Water or sport drinks
- Awards/prizes
- Printing
- Newspaper ad space and television/radio air time

Public Relations

Generating press coverage for your event often requires more creativity than just faxing a press release and making a follow-up phone call. Below are some suggestions for making your materials stand out:

- Create professional letterhead with the event logo in color
- Print all collaterals on recycled paper
- Send press releases in small plastic bags tied with twist ties
- Send press kits in small plastic trash cans
- Have someone dressed as a trash man or as Oscar the Grouch deliver the release (make sure this person personally hands the release to the intended recipient)
- Put the words "DO NOT THROW THIS AWAY" at the top of your materials





Give the World a Hand

The Logo

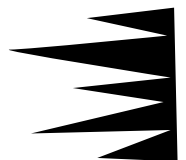
Black and White

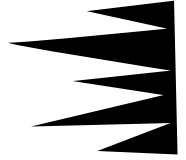


Two Color



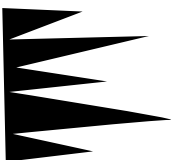
Color Breakout
PMS 280 (USAF Blue)/PMS 380 (Lt. Lime Green)
(Uncoated)

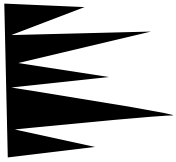




Frequently Asked Questions

This section will be developed, and sent out, after feedback from the installations. The questions will be gathered from the implementation of Give the World a Hand activities in the field.

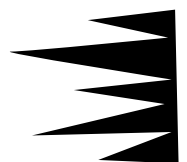


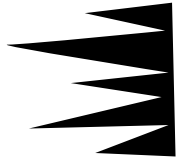


Give the World a Hand

Commander Briefing Notes

This section will be developed, and sent out, after feedback from the installations. The briefing notes will be gathered from the implementation of Give the World a Hand activities in the field.





Let's Celebrate!

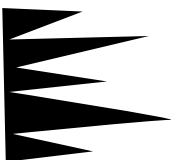
In our research into USAF Community Center programming, we found great interest in festivals. We also noticed that most installations are already planning some type of festival, from a July 4th celebration, to a car show, to a parade or fireworks.

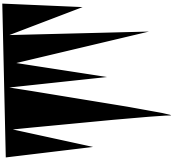
We designed this section to concentrate on ideas that can help grow your current activities. This menu of ideas was designed for small budgets, large budgets, and everything in between. We did not cover the very basic or common festivals like July 4th or other holidays, because you probably already know how to produce these events. We did include ideas that can expand to Center classes, clubs or ongoing programs.

We chose to break out a few festival options and to provide suggestions and resources to implement them. Some resources are here in the chapter and others are in the Resource section of the manual. We also included a generic event logo that can be used at any time of the year and with any tagline for a specific theme. Again, the focus of this section is to help you and your team add new energy and revenue to your current events.

Please use the feedback form in the front of this Manual to share your best festival ideas. We will use your input to further develop this section of the Manual.

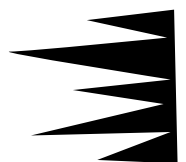
Lastly, we have included some tips for dealing with local food/concession vendors. Samples of a food vendor recruiting packet, a vendor contract, and a sample evaluation form can be seen later in this section. Although you may not use the off-base food vendors, these are good planning tools for tracking event details.

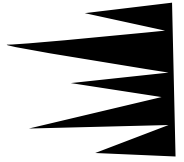




Setting Goals and Measurements of Success

- Goal 1:** Develop new elements that enhance a current festival or event
Measurement of Success: Number and quality of new elements as well as new monies raised
- Goal 2:** Attract new festival attendees
Measurement of Success: Increased attendance at the event
- Goal 3:** Increase general awareness of and visitation to the Community Center by providing additional activities after the festival (i.e., festival attendees register for a weekly pottery class that takes place at the Community Center)
Measurement of Success: Number of Community Center visits associated with the expanded festival or event
- Goal 4:** Obtain positive feedback from all participants including USAF members, local community and local media
Measurement of Success: Feedback on participant evaluations and positive word-of-mouth generated





Menu of Ideas and Activities

The following idea starters are designed for a wide variety of budgets. We think you'll find several of them to be low cost and high impact.

Performances

Concerts are always a great attraction to any festival. Choose local, regional or national acts that fit the demographic of your crowd. As opposed to a one-time concert, creating a concert series can build repeat participation. Call local booking agents to find out who is touring in your part of the world and book them into your event.

Hot Air Balloons

Contact a local hot air balloon club and request fly overs of the festival. If the pilots are licensed for commercial rides, aerial tours of the site could be offered. Hot air balloons on a tether can provide a gorgeous setting for the event grounds during the day or as a balloon glow in the early evening, or morning. Insurance, weather, power lines, and other factors will need to be considered with hot air balloons.

Sky Divers

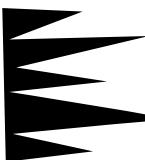
Another aerial idea that will feature and showcase military personnel is sky divers. Some great ideas to try are costumed or themed divers, divers jumping with synchronized music, and divers jumping with an American Flag during the Star Spangled Banner.

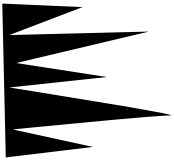
Choreographed Fireworks

Fireworks will always add WOW to any festival. By adding synchronized music, low-level effects and multiple shot sites, you can surprise and delight your guests. Also, try daytime effects, and seasonally themed shows. Your professional fireworks vendor is the key to your success.

Parade Ideas

Parades are a fun way to add new excitement and increased participation to any event. Everyone loves a parade, and many people have not been asked to actually be in one! The key is to start with a simple route and with self-contained units. Let everyone walk, drive, dance or ride in the show, and recognize them for their participation.





Let's Celebrate!

Wag the Dog

This addition to a parade or stand-alone event is another way to encourage community participation by asking pet owners to dress their pets in a costume. The contest can have categories such as "Pet who looks most like Owner," "Ugliest Pet," "Smallest Pet," "Largest Pet," "Most Elegant Pet." This competition becomes especially fun when the owners are dressed-up along with the pets. Sponsorships and/or prizes can be found through pet supply and grooming companies, dog obedience schools, pet stores and veterinarians.

Antique/Classic Car Show

This idea is a perfect way to jump start a parade and encourage community involvement. Having unique awards such as "Commander's Choice," "Most Unusual" and "People's Choice" are fun to add to the regular show. Enlist the support of a local car club for distributing the information regarding the show as well as help with judging and entry classification.

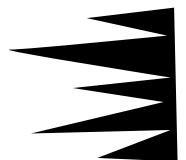
Some popular types of car shows are: antiques, classics, low-riders, or a particular car brand like Chevy. Trophies and cash are the usual incentives to get participants, and a small entry fee is standard.

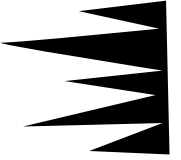
Sponsor categories for this type of event include businesses in the automotive repair, restoration, parts and service industry. These businesses can help support the event financially as well as provide door prizes. To add some more excitement to the event, add a DJ and/or car trivia, and the attendance and participation should grow each year.

Crowd Participation Activities

Having volunteers work a parade route with various giveaways, noisemakers or props is a fun way to involve the crowd in a participatory way and to create an interactive parade. Distribute red clown noses, ribbon sticks, pom poms, colored light ropes, hats, masks or anything else that pertains to the parade units. Then encourage individuals to be part of the fun and interact by using these props as the parade passes by.

The interactive parade is great for publicity since the guests are the stars of the show! Take the bag of the interactive parade props with your press releases to the media, or appoint local media representatives to lead your patrons.





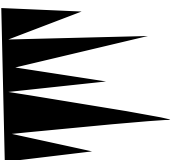
Parade Music

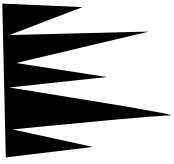
Music is such an important staple of any parade, but bands are sometimes difficult to obtain, depending on schedules, time of year, availability, and location. Here are some different parade music ideas:

- Kazoo band (or other equally obnoxious instruments)
- Recorded music at the reviewing stand that plays a “theme song” when a certain entry passes
- Floats with music (can be powered with a small generator on the float)
- Walk-along music with battery powered sound systems
- Vocal and singing groups

Human Floats

Anyone can have a float.....of humans! Yes, you can create a human float! Just get matching t-shirts, a banner to carry at the front of the group, a banner for the back of the group and some helium balloons for the people to carry. Now you can walk together and sing, chant or dance and have fun.





Let's Celebrate!

Food Ideas

The idea is to feature local community restaurants and chefs as the “food court” of a festival or as an event all by itself. By doing this, you can enhance your event with wonderful foods and hopefully increased on-site sales. The establishments who showcase their restaurants with a “taste” have an opportunity to increase their own awareness and increase their future business through coupons or other promotions.

Another twist on this theme could be to feature recipes or cuisine of your base personnel. These dishes could then be cooked by the chefs at your local club. This promotion is a way to get a lot of people involved in collecting the community's best recipes and taste testing the final results. You might produce and sell a cookbook with the winning entries.

Other food themes to add to events might be cook-offs for chili, BBQ or some other regional cuisine. And if you are looking for stand alone event, the traditional “Taste of ‘your installation’” is always a good idea.

Scooper Bowl

For a fun ice cream event, try a Scooper Bowl. Just get all the flavors of ice cream you can and line up the servers in a tent or at tables. Guests pay one price and get one size of bowl for a trip down the line to try “scoops” of many flavors. At the end is a “works” bar full of whipped cream, nuts, candy, cherries, and other toppings.

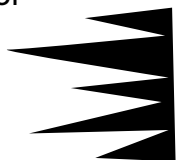
If possible get the ice cream sponsored and the profits are yours to keep! Add to the fun with ice cream speed eating contests and eating without your hands competitions.

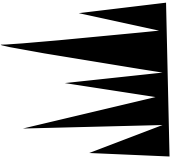
Day of the Watermelon

Dedicate one day of your festival to a favorite fruit. Design games and contests around this funky fruit. Some suggestions include a watermelon seed-spitting contest, watermelon sculpture competition, watermelon toss, and a watermelon recipe contest.

Pancake Days

Like the Day of the Watermelon, Pancake Days are centered around one food. Host a pancake breakfast and create a variety of pancake contests including cooking funky shapes, decorate-a-pancake, recipe contests, and a pancake toss.





Decor/Atmosphere - Flowers

Fresh flowers and greenery can literally transform any site into a clean and beautiful atmosphere. Baskets of flowers hanging from poles, stashed in carts/barrels, or used to camouflage an obstacle can cover any visual eye sore your are trying to hide. If the flowers will be exposed to extreme heat, try freezing two liter bottles filled with water and placing them upside down in the flower pot. As the water melts, the water keep flowing onto the flowers. Replace the frozen bottles throughout the festival and keep your flowers watered, happy and healthy!

Perhaps the local garden club can take on event decoration with flowers as a special project, or maybe a student organization can grow the flowers and manage the decorating.

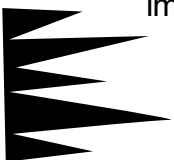
Big Impact Design Elements

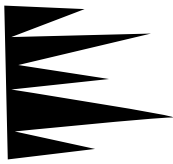
When doing outdoor festivals, trying to create atmosphere can seem overwhelming. Here are a few tricks:

- Require skirting of all tables
- Ask any booth vendors to bring their own decorations; consider creating a theme for all to follow
- Control all signage at the event (vendors can reimburse festival for this cost)
- Match tents with painted counter tops, neat ropes, and clean side walls and tops
- Match chairs for the entire event
- Match trash cans and colors of liners
- Use flags, fresh flowers, and other items designed to produce color and cover a great deal of space
- Ask all volunteers, staff, and vendors to dress in matching shirts, aprons, or uniforms

Props For Decor

A creative way to have access to a prop or theatrical set inventory might be to enlist the support from the community scene shops or drama clubs. Stage pieces, vignettes throughout the festival site, signs, and other pieces can truly transform the event and can be done as a project for those needing credit or wanting additional exposure for their company or service. Sometimes their props, especially those that are old or slightly damaged, can be donated to the Community Center, making this project a true example of high impact with a low budget.





Let's Celebrate!

Themed Parties

Adding a theme can make an ordinary picnic or gathering a real treat. The theme can be carried out through decor, food, transportation, entertainment, invitations, other event collaterals. A small listing of themes might include: Luaus, Jungle, Techno, Retro, Movies, Garden, Underwater, Haunted/Scary, City or Country, Cars, Trains, Circus, Military, Historic, Cultural, Decades, Children, Animals, Destinations.

Wild, Wild Western Day

On Western Day patrons will enjoy a wide variety of activities centered around the Wild West. Suggested activities include: boot throwing, outhouse racing, making boleros or western bandanas, bull riding, and line dance lessons/contests.

Exhibits/Attractions

There are many national attractions that travel to festivals to promote their activities, products, or programs. These traveling shows can provide added entertainment at usually low or minimal costs.

Air Force Equipment

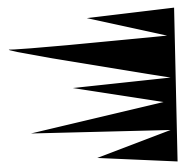
Active or static demonstrations of equipment are intriguing to the local community. By showcasing the equipment, personnel, training sites, and other base-related activities, people will be both educated and entertained by the intricacies and details of life in the Air Force.

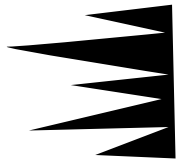
Comedy Central

Everybody loves to laugh, so give them a reason. Hire comedians to not only entertain, but also to teach others. Patrons will be happy to go home with some new material and pointers. Collect jokes and publish "Laughs for the Day". Host your own amateur stand-up night at the Center.

Game Shows

Ready-to-play game shows are a nice addition because they provide BIG fun with little effort. With just a few phone calls, you can set up a first-rate game show that comes with professional scenery and a host. Ask sponsors to donate prizes and have your media partners interview the winners. A game show company is in the Resource section of this manual.





Contests/Competitions

Any contest related to talent, music, food, Guinness Book records or anything else that may border on the ridiculous, sublime, can be used as a media grabber and provide great entertainment for those attending or participating in the festival. Ideas can include: music, "calling," banjos, fiddling, chess, street dances, sports and construction projects.

Gotta Go Racers

Invite participants to design their own Gotta Go Racer. What's the catch? It's a toilet on wheels. Contests designed around this idea can include best design, best costumes, and most original team name. Actually race the entries through the streets of your festival for a truly unique event! You can use the Bed Race section as a template for rules, forms and ideas on this event.

MudFest

Feature mud sports such as volleyball and football. Whether participating or just watching, patrons are sure to enjoy this messy event. Other MudFest suggestions include mud pie making, mud sculptures and art, and mud slip-n-slides. Don't forget those liability waivers!

"Mostest" Contest

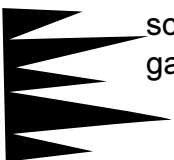
Challenge contestants to collect the most of something (pennies, naval lint, cat toys, etc.) The weirder the better – anything goes! Contestants will bring their findings to your event and show off their collections for prizes.

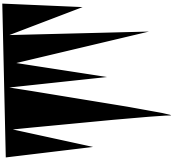
Pick a Promotion

Choose some of the best promotions going on around the world and bring them to your festival. Some examples include an Oreo stacking competition, story telling contests, and recipe contests. A spin-off could be a "contest club" where participants get together once a week to share ideas and sources of contests. Try to get the companies whose ideas you've borrowed to sponsor your promotion.

The Hunt

Organize a base-wide hunt involving both physical and mental challenges. This festival element is a combination treasure/scavenger hunt. Look to Where's Waldo and mystery books and games for inspiration.





Let's Celebrate!

Cow Days

You won't believe how many activities you can create around cows! They might not all be glamorous, but they'll be fun. Some suggestions include: decorate a cow, cow chip throwing, barbecue grill-off, cow art contests and cow chip bingo (mark a field like a bingo board, place a cow in the field, and have people bet on which square the cow will "chip" in first).

Pets • Pets • Pets

Use pet participation to create people participation. Consider creative ways to include pets, such as:

- Wash and grooming
- Pet/owner look-a-like contest
- Dress up and fashion show with pets and owners; match your theme
- Tricks competition - Just like on David Letterman
- Obstacle course
- Breakfast with your pet or Tea with your pet

Storytelling

The ancient art of storytelling can be an entire festival in itself. Find professional storytellers and give them a comfortable place to spin their tales and share their talents. Host an amateur storytelling contest. Practice at the Center or create a storytelling club.

Film Festival

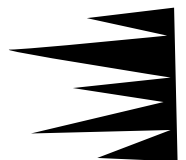
Show movies of a certain type and create a film festival. Create People's Choice Awards, or let the customers vote on the style of movies. Sell candy, popcorn and soft drinks.

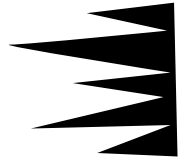
Quilting

Celebrate the art of quilting and create activity at the Center. Host quilting classes and culminate in a quilting competition at the festival. Auction the winning quilts for charity or to raise money for the Center.

Scrapbooking

Capture the new trend of creative scrapbooking. Conduct classes to teach the skills of design and layout, then create a contest to capture memories. Display the winners at the festival and sell scrapbook supplies.





Imagination Station

Expand your festival and provide your attendees with a great value by developing a hub of creative activity for children and adults of all ages. Use the broad umbrella theme, “Imagination Station,” to capture the creativity and fun of all the activities in this area.

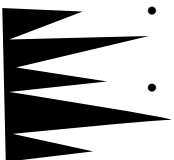
The key element in this theme area is INTERACTION. Every time a patron turns around, he or she will see something new to do, see, learn and experience. Many of these activities can be repeated as classes in the Community Center on a weekly or monthly basis. Classes can have participation fees and can be offered to the base and the local community.

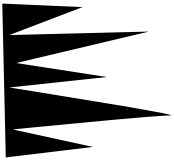
Choose your favorite ideas and build them into your own Imagination Station.

Children's Activities

Set up areas targeted specifically around children. Make sure the decor is bright and interesting and that tables and chairs are just the right size for little participants.

- Face painting
- Giant bubble making
- Story telling
- Side walk chalk
- Creation Station (arts and crafts area)
- White wash picket fence for kids to paint
- Educational elements (computer instruction, Fire Safety Smoke House, McGruff the Crime Dog, bicycle safety, etc.)
- Bounce houses
- Stage dedicated completely to children's entertainment such as magicians, clowns, plays, game shows, etc.
- Movie theater showing popular cartoons
- Video game arcade
- Clowns making balloon sculptures
- Cooking with Kids where kids can learn to make a new dish every half hour
- Incorporate larger-than-life roaming characters and areas where children can have their pictures taken with these lovable creatures
- Free stuff – make sure there are plenty of balloons and other giveaways
- Pre-festival promotions such as coloring and essay contests





Work-in-Progress Art

- Art Walls and murals can become a work-in-progress throughout your festival site and can be a fun activity for adults and children alike. These works-in-progress can have a pre-designed graphic, follow a theme, or be a free flowing art form of people's ideas and signature works. This can be a great way to camouflage an eyesore, cover graffiti, or begin an annual mural project in the community. Paint could be donated by local companies or could be part of a "Give the World a Hand" activity by asking people to bring left overs from their home and/or work.
- Art Cars serve as another work-in-progress activity that provides hours of entertainment for children and adults and can be used as a great way to "restore" cars from the junkyard lot. Art cars are junk cars you let people decorate and paint. The paint could be donated by local companies or could be part of a "Give the World a Hand" activity by asking people to bring left overs from their home and/or work. For a USAF twist, use a plane for this activity.

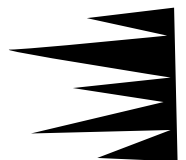
Local Artisans and Crafters

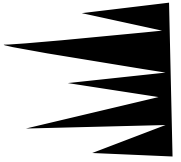
Crafters and artists can be a draw at any festival. Especially when held in conjunction with demonstrations for those in attendance. Performing artists can create portraits of the Commander or other VIP's while festival patrons watch. Some examples of specialty artists include:

- Chain Saw Sculpting
- Potters
- Weavers
- Character Face Art/Headpieces
- Spray Paint Art
- Artists Performing to Music
- Wheelchair Art
- Puppetry
- Costumes

Cultural Fairs

Depending on the ethnic make-up of a community, host a festival or a portion of a festival, featuring the costumes, food, dance, artists, crafts, and uniqueness of a specific country or culture. There could be multiple cultures/countries represented, each having its own area with performances scheduled throughout the day at a centrally located stage.





Scarecrow, Christmas Wreaths, Seasonal Contests

This is a great way to drive traffic to the local merchants in the base community. Merchants could design specific seasonal items and attendees could register to win at the stores. The items could be given away over the local radio or television stations. This promotion give additional publicity to the festival and the participating businesses. This is a particularly great idea if the festival is located near an area with a concentration of businesses.

Photography

This is a great way to obtain great photos of the event and to use these as additional publicity in the future. Contest winners could be featured in the local media and win cash awards, photographic supplies, developing, and other benefits. Other ways the photos could be used are in graphic design pieces and advertising for the festival.

Art

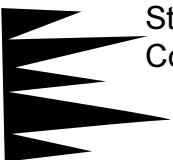
Holding an art contest can be a tremendous value to the festival in many ways. The involvement from the local school children can provide more community participation and the art can be used for t-shirts, graphics, coloring books, signage, and other uses that can extend publicity for the event and provide some very interesting graphics.

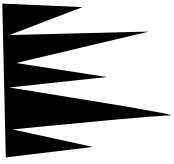
Children's Personality/Talent Contests

Anything involving children seems to be a natural draw. Through a variety of contests and competitions, parents and children alike can enjoy these "fun" competitions. A thought to keep in mind is to host contests that do not require a ranking but are more geared to exposure. One example of this could be to work with a local photographer for a community calendar featuring "Our Town Children," and utilizing as many of the photographs from the event photo-shoot as possible. Talent shows are another great way to showcase children and their unique talents and abilities without necessarily ranking them.

Educational Classes

Don't forget the theme of this area is INTERACTION. Teach adults and children alike how to do everything they see in this area. Offer classes for everything from pottery decorating to jewelry making. Start the classes at the festival and continue them at the Community Center on a weekly basis.





Imagination Station

Culinary Creations

Culinary creations can certainly provoke the imagination. Get local chefs to teach food presentation classes at your event. Include instruction on everything from salads to soups and dinner to dessert. Again continue the classes on a weekly basis at the Center.

Theatre

Invite touring and local performers from a nearby theatre to promote their current production. Let the actors perform teasers on a stage and roam throughout the crowd signing autographs and talking to guests.

Stomp Show

Just like the show, this competition features “music” of an unusual sort. Contestants are allowed to use anything but actual instruments to create a unique sound. An earplug or cotton ball sponsor might be in order!

Sand Sculptures

Build art in the sand. Bring in clean sand and tools for creating all kinds of masterpieces. Host a sand castle contest. Then use the sand to play beach volleyball.

Lego Land

Build • Build • Build with Lego blocks. Have a contest for the tallest structure. Or build buildings, bridges or entire cities. Use any style of block and let kids of any age build • build • build

Puppets

Host classes to learn the art of creating puppets. Create stories or perform any number of classics at the festival. Sell puppet supplies and kits. Offer prizes for most creative, funniest, most animated, etc.

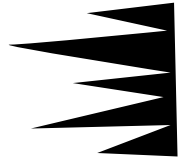
Kites

Create a kite festival. Host classes on how to make kites and then fly them at the festival. Give prizes for creativity, height of flight and tricks. You could also sell kite kits.

Face Art

A fun new trend at festivals is to have professional artists do not only face painting, but face art. Recruit local talent to interpret your theme elements on the faces of willing volunteers. Or have a face art contest to find the best theme interpretation.





The Sports Experience

Like an Imagination Station, The Sports Experience is a broad umbrella theme under which you can combine a variety of athletic activities ranging from rock climbing to racing, soccer to skating. Don't forget to think outside the box. Everything from rodeos to ballroom dancing can be included in this area. Feel free to create new sports. These new sports just might be the most fun!

The following provides a list of idea starters to consider for the Sports Experience area:

Main Stage Area

Stir up some local community pride with appearances by local sports heroes and performances by local children and adults.

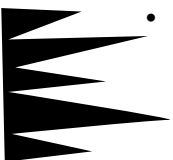
Suggestions for entertainment include:

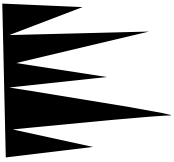
- Cheerleading competition or instruction
- Junior cheerleader performances
- Aerobic competition or instruction
- Gymnastics exhibition
- Weight lifting competition
- Skateboard and BMX or other bike demonstrations
- Rapelling demonstrations by the USAF
- Roller blading and skating exhibitions
- Pole vaulting competition
- Inspirational presentations from sports celebrities
- Instructional presentations including bicycle safety, how to get a sports scholarship, how to improve your golf swing and how to get certified in scuba
- Ballroom dancing exhibitions
- Healthy cooking demonstrations

Water Features/Attractions

If there is a body of water nearby, include the following:

- Water ski shows
- Jet ski shows
- Water floats
- Floating stages for entertainers (for added fun, bring entertainers to the stage on pontoon boats or bridges built from the land to the stage)
- Fireworks, lasers, or syncrolites on barges or on shore across the lake





Sports Experience

Bikes, Trikes, and Tykes

This activity creates involvement from the community by encouraging children and parents to decorate their favorite mode of transportation as well as themselves. This can simply be a mini-parade or could also turn into a competition to generate additional publicity and exposure. Choose a theme to build around and let the creativity flow!

Interactive suggestions:

- Basketball Shoot Out
- Vertical Jump Contest
- Putt-putt Golf
- Virtual Golf
- Football Throw
- Extra Point Kick
- Soccer Speed Kick
- Speed Pitch
- Inflatable Helmet Bounce House
- Tumbling Area for Small Children
- Computerized Cycling
- Exercise Equipment Area - where participants can test the latest and greatest
- Climbing Wall

Ultimate Obstacle Course

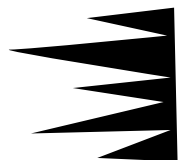
Transform a section of your festival into an enormous maze of walls, ramps, tubes, pillars, and Velcro. Games targeted at adults and children alike make this a don't-miss area for the entire family. Giant slides, bungee runs, mountain climbing, and Velcro suit jumping are just the beginning of the fun to be had here.

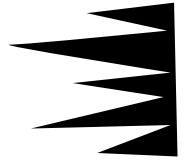
SpeedFest Lane

Let the roar of the engines piped over a sound system lure attendees to this area featuring Indy car and NASCAR displays, remote control car racing, appearance by race car drivers, drag racing reaction time simulators, and children's peddle car races.

Red, White & Blue Games

Create a wacky Olympics using only red, white, and blue items for each game. Suggestions include a strawberry shortcake eating contest, Singin' the Blues competition, and a White Elephant Scavenger Hunt. Have a brainstorming session with your staff and volunteers to create other crazy events.





Pre-Festival Events

Generate pre-festival publicity by hosting a few events before the BIG event. One suggestion is to host a fun run where the racers dress in their favorite sports gear to support your local teams. You can also sell event themed t-shirts on-site. Other ideas include a golf scramble, frisbee golf, or night glow-in-the-dark golf. Donkey basketball, where local celebrities play basketball while riding donkeys, is also a great way to generate publicity.

Fun Walks and Runs

Everybody can walk or run for fitness and fun. Consider adding a walk or run to the festival. Map out a course for both short and long distances. Be sure roads are closed and the course is safe. Stage an opening ceremony and offer time keeping. An extra fun idea would be to provide water and entertainment along the race course.

Fishing for Fun and Prizes

Conduct fishing competitions. Create award categories and rules that challenge skill and style. Document the winners and post their “fish stories” in the Center.

Bowing with...Frozen Turkeys ???

Bowl outdoors with wacky items. For a Thanksgiving theme, try frozen turkeys! On a fruit theme, try watermelons or canteloupe. Or on a smaller scale, try oranges.

Darts

Host a darts festival - traditional or electronic. Conduct dart lessons and practice sessions at the Center, then hold the official competition at the event. Choose the style of game or create your own wacky events like speed darts or team darts.

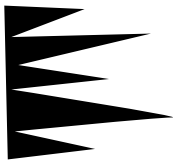
Remote Control Cars, Planes or Boats

Race remote control vehicles for fun and prizes. Host club meetings and design races to test skill and speed.

3-on-3 Basketball Tournaments

Enjoy the fun and competition of 3-on-3 basketball. Create a tournament on half-courts and let teams of four (three players and one substitute) compete in a hoopsfest. Consider grouping teams by skill level and ages. Add contests like the 3-point shoot-out, the slam dunk contest, the longest shot contest and a free throw competition for extra fun.





Working With Local Food Vendors

One way to add new excitement to your event is to add new food. The best place to find these resources might be in your local community. This section is filled with tips for setting up a program to recruit and manage local vendors.

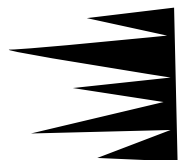
Recruitment and Management

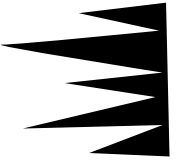
The key to a successful food vendor program is recruiting top-notch vendors and then planning with them in a way that makes their involvement a turnkey operation. The best way to recruit vendors is through an initial mass mailing followed by phone calls. Create a list of all potential vendors and put together a professional-looking mailing piece to send to each one. This piece does not have to be expensive to produce, but should be well thought out and should reflect the logo and theme of your event. Make sure booth prices as well as policies regarding selling products are communicated in a clear, concise manner. You don't want vendors to claim they didn't understand their obligation after they get on-site.

Once a vendor has agreed to participate, require that the vendor sign a contract and pay the booth rental fee well in advance of your event. Clearly spell out all requirements of vendors and make sure they understand the deadlines for providing you with information. Whether it's their certificate of insurance or their rental needs form, it is important you receive information in a timely fashion.

Include every single deadline and make it clear that if deadlines are missed the vendor may lose his or her spot and down payment. In order to promote good vendor relations, always call a vendor when he or she has missed a deadline. As you know, people often get busy and even the most helpful checklist can get overlooked!

Create a master checklist to give to each vendor. List action items in chronological order so your vendors can simply work their way down the list. Make sure you designate one staff person or volunteer to be each vendor's primary contact. By assigning your vendors one key contact, you'll eliminate confusion and encourage the vendor to build a relationship where he or she is comfortable asking questions and offering suggestions.





Another great way to communicate with vendors is to require them to participate in a pre-event meeting. This way you can review the rules and regulations yet another time and answer any questions your vendors may have. It's much better to take time to do this prior to the event than to try to "fix" misunderstandings on-site.

At your event make sure each vendor knows who he or she should contact if there is a problem. If possible, make this contact the same person who has been working with the vendor all along.

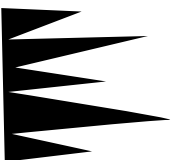
Vendor Competitions

As an added incentive for your vendors to put together a good looking display, host a contest for the best themed/decorated booth. Put together a list of requirements so the vendors won't stray too far from your overall festival look. This contest should be judged early in the day and winners should be given signs to display at their booths. A great prize for this contest is free booth space for the following year. This creates a win-win situation because you are guaranteed that one of your best vendors will return and your vendor will certainly be happy about the free space.

Another great contest for your food vendors is the "Best Of" competition. Give each food vendor the opportunity to enter one item for this competition and recruit a panel of local celebrities to go under cover and judge the entries. Also hold a People's Choice Award letting all festival attendees choose their favorite treat. Free booth space can be given for this contest or plaques for the vendors' restaurant.

Samples

Attached you will find a sample vendor recruiting packet, a vendor contract, as well as, a sample evaluation form.



Working with Vendors



x/x/00

Dear Restaurant Manager,

Let's Celebrate is celebrating its xx Anniversary and we'd like to invite your establishment to take advantage of the opportunities that come with being a part of "your installation's" most successful festival! The 2000 Festival will be held on x/x/00 from xx(time) to xx(time) in xx(location.) The event attracts over xx people annually and this year we plan to have the biggest event ever. We hope you can help make this year a success while giving thousands of potential customers a taste of what you have to offer.

For vendors responding by x/x/00, we will reduce the percentage you pay to the festival from 25% to just 20%. In order to receive this benefit, the following items, included in this packet, must be completed in full and returned in the enclosed envelope NO LATER THAN 5:00 PM ON x/x/00:

- Completed and Signed Contract
- Prize Donation Form
- Check or Money Order for Booth Fee
- Menu Selections Form
- Best of Let's Celebrate Entry Form
- Electrical Needs Form
- Certificate of Insurance listing "your installation" as a Certificate Holder

The number of vendors in each food category will be limited to a maximum of three. The decision will be based on the menu items submitted with your contract, the value given to the consumer and the date on which we receive your completed registration application. Contracts will be dated upon receipt of the completed application.

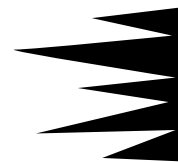
As a participating food vendor, you will be given the opportunity to purchase space in the Festival program! You can buy a space that can be used as a bounce back coupon or ad. Call xx at xxx.xxx.xxxx to take advantage of this first time offer. Prices follow:

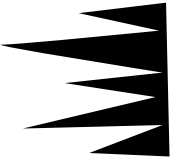
- 1/4 page ad (2.5" x 4") \$ 75.00
- 1/2 page ad (5" x 4") \$150.00

If your establishment is selected as a 2000 Let's Celebrate food vendor, a confirmation packet including booth number and location will be sent to you on x/x/00. If you have any questions or concerns please feel free to contact xx at xxx.xxx.xxxx. We look forward to hearing from you soon.

Sincerely,

Name
Title
Let's Celebrate





Food Vendor Checklist



Entry Check List

- _____ Completed and Signed Contract
- _____ Check or Money Order for Booth Fee
- _____ Completed Vendor Menu Selections Sheet
- _____ Certificate of Insurance listing "your installation" as Certificate Holders
- _____ Best of Let's Celebrate Entry Form
- _____ Prize Donation Form
- _____ Electrical Needs Form

Return no later than x/x/00 to:

Let's Celebrate!
Address1
Address2
City, State, Zip

If you have any immediate questions, please contact:

Name of contact
Phone number of contact
Email of contact

Tips for Entry

- Return your entry early. The committee decides which applications to accept by food category, value to the consumer and the date the application is received. Early entry also allows the committee time before the deadline to contact you if there is a problem with your application.
- Include all items from the entry check list.

Calendar

x/x/00 - Contracts mailed to all other food vendors

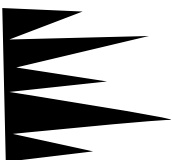
x/x/00 - All contracts due

x/x/00 to x/x/00 - The committee reviews the applications

x/x/00 - Confirmation postcards sent to the vendors

x/x/00 - Food vendor training sessions

x/x/00 - Let's Celebrate from (times)
- Set-up begins at xx
- Tear down may not start until xx





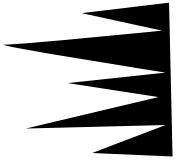
Booth Description

The price for your 20' x 20' space is \$300.00, plus 20% of your sales for the day if your contract is received before "x/x/00" or 25% for contracts received after that date. If you need additional space, each 10 feet you request is \$100.00.

Included in your booth space are six 8-foot banquet tables with table coverings. These table coverings must be used unless written approval from the Festival staff is obtained prior to the Festival. Each additional table requested will cost \$10.00. Let's Celebrate will provide limited signage for you at your booth and menu boards to list what items you will sell.

Electricity is provided at no charge to those vendors who submit the electrical requirements form by "x/x/00." Those vendors who do not submit this form, but request electricity on the day of the event will be charged \$50.00 cash on-site if an electrical hookup is available.

All food vendors who return their completed contract by the "x/x/00" deadline will be included in the event program of which 15,000 will be distributed at the festival.



Menu Selections Form



Vendor _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 Contact _____ Title _____

Specific Food Items to be Served

Price in \$.50 Increments

1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____

Alternate Items

Price in \$.50 Increments

1. _____	_____
2. _____	_____
3. _____	_____

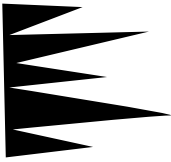
The Let's Celebrate producers will review your selections and contact you regarding your final menu.

Let's Celebrate will provide up to six tables with skirting and coverings at no extra charge. Additional tables will be provided for \$10.00 each.

Additional Tables Requested: _____
 Cost: _____
 Total Number of Tables Requested: _____

For Festival Staff Use Only - Booth # _____





Electrical Needs Form

Vendor _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Contact _____ Title _____

Electrical hookups needed? ☐ YES ☐ NO

• IMPORTANT •

Maximum allowable load per vendor is:

- A. xx Amps or xx kW (xx,000 Watts)
- B. xxx Volts or xxx Volts
- C. Single Phase (0) only. No three phase equipment

<u>TYPE OF EQUIPMENT</u>	<u>VOLTAGE</u>	<u>AMPERAGE*</u>	<u>KW OR WATTAGE</u>
--------------------------	----------------	------------------	----------------------

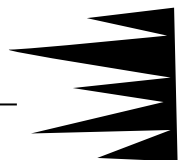
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

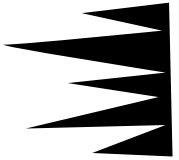
*The amperage of your equipment is the information needed most by the electrical company. Please make sure it is filled in correctly.

TOTAL AMPERAGE: _____

TOTAL kW OR WATTAGE: _____

AUTHORIZED SIGNATURE: _____





The Best of Let's Celebrate



Don't miss this opportunity to win BIG in the awards program recognizing excellence of participating food vendors. Entry is FREE and winners receive:

- Free booth space in the 2001 Let's Celebrate!
- On-site recognition in 2001 as the previous year's winner
- Opportunity to use "Best Of" in publicity for one year following the festival
- Commemorative Plaque

Judging will take place throughout the day and is based on:

- The entry's taste and overall quality
- The staff's service, appearance and friendliness
- The presentation and appearance of the booth

Winners will be announced at approximately 2:30 p.m. the day of the Festival.

Detach & Return With Completed Contract

Check One



Appetizer



Entree

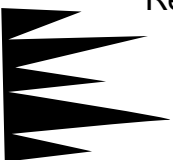


Dessert

Entry Description:

Contact: _____

Restaurant: _____





Prize Donation Form

The Prize Patrol is a group of volunteers that successfully rounded up over 1,000 prizes in 1999 and are looking forward to carrying on the tradition in 2000.

The contest is a simple way to attract new customers and encourage return visits to your establishment. Donors will be listed in the Festival Program and do not have to participate in the Festival to donate prizes for The Prize Patrol. It's a fun way to give patrons a chance to win prizes and the contest is open to all those attending Let's Celebrate. Prizes are redeemed immediately.

Please fill out the form below listing the prizes you would like to donate and how you would like them listed. Then detach and return the form in the enclosed envelope. We will contact you to determine the pick up details.

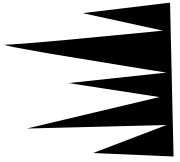
Restaurant: _____

Contact: _____

Phone: _____

- ☐ Yes, I would like to donate the following items to The Prize Patrol.
☐ Please limit the description of each item to five words or less.

- ☐ No, I am not interested in donating any prizes this year.



Sample Food Vendor Contract - please work with your legal departments to apply this sample to your local event.

For Internal Festival Use Only

Location: _____ Booth: _____

Let's Celebrate
presented by xx and xx (sponsors)

date

time

A PROJECT OF "your installation"
VENDOR/CONCESSION AGREEMENT

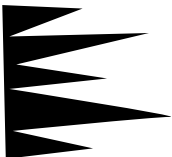
THIS AGREEMENT made this _____ day of _____, 2000, by and between "your installation" (abbreviation if any of "your installation") and _____ (the "Vendor").

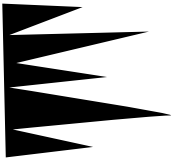
WHEREAS, "your installation" will sponsor a festival known as "Let's Celebrate" (the "Festival") on location, city, state on x/x/00 and

WHEREAS, the Vendor desires to participate in such Festival.

NOW, THEREFORE, it is agreed that:

1. Food Provided
On or before x/x/00 Vendor shall provide "your installation" with a list of food, refreshment or concession items which the Vendor proposes to sell at the Festival. "Your installation" shall as soon as practical thereafter inform the Vendor whether the proposed menu is acceptable to "your installation"; provided, however, that such acceptance shall not be unreasonably withheld. The Vendor agrees that it will provide for the Festival a sufficient quantity of each item on its approved menu to fill orders therefore from xx until xx (times). Approval of the Vendor's menu by "your installation" shall not be construed as giving the Vendor exclusive rights to sell the items on such menu. Vendors will be limited to three per category/type of food.
2. Beverages
 - 2a. Alcoholic Beverages: The Vendor shall not sell any alcoholic beverages unless approved by "your installation".
 - 2b. Non-Alcoholic Beverages: The Vendor shall sell only xx.
3. Location of Stand
The Vendor shall set up its stand at the location specified by the Festival Committee.
4. Set Up Time
The Vendor's stand shall be set up and the Vendor shall be ready for business by xx (time) on the date of the Festival. The Vendor shall not dismantle its stand until xx, unless prior thereto the Vendor is notified by the Let's Celebrate Coordinator that the Festival has been terminated. Such notice may be given in person or in a written notice. The Vendor





Working with Vendors

shall check in at the Event Headquarters (to be determined) upon arrival to receive assistance with electrical hookups. The Vendor shall arrive no earlier than xx and no later than xx (time). Anyone not arriving by xx will not be admitted. There will be no electrical hookups accepted after xx.

5. Noise

The Vendor shall not utilize any music or engage in loud or raucous shouting or other conduct which, in the sole discretion of "your installation", is boisterous or constitutes a nuisance. The Vendor agrees that distribution of promotional literature must be limited to one promotional item per Vendor, and that such distribution will only occur from within Vendor's booth. "Your installation" requests that any printed materials be printed on recycled paper.

6. Health Permit

The Vendor shall obtain a health permit from the xx Board of Health Department and provide festival headquarters proof of a health permit prior to x/x/00, and also have a copy of that permit on site at the sales booth throughout the entire run of the Festival.

The Vendor agrees to be in compliance with all city, county and state permitting licensing rules and regulations during the Festival. If, upon inspection by Festival Staff, Health or Fire Department personnel the Vendor is not in compliance, the Vendor agrees to, if directed, shut down the sales booth in compliance. The Vendor shall contact and comply with all Health and Hospital food regulations and licensing requirements, fire prevention codes, and other applicable laws, codes and ordinances. Vendors without fire extinguishers at their booth will be expelled from the festival. All fees, dues, or payments associated with meeting the above mentioned stipulations are at the Vendor's expense.

7. Insurance

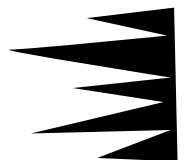
The Vendor shall provide "your installation" with a proof of liability insurance in the amount of (minimum) \$1,000,000 with a valid certificate of insurance listing "your installation" as "additional insured". Said certificate must be presented by x/x/00 with completed contract. Failure to provide the certificate of insurance by x/x/00 shall result in the automatic cancellation of this agreement, whereby, Let's Celebrate shall be entitled to retain the fee paid in paragraph 10.

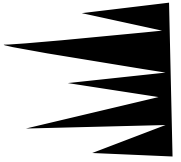
8. Deliveries

The Vendor shall unload any and all supplies, equipment, or inventory and remove any and all motor vehicles of any nature whatsoever from the Festival street by xx (time). No vehicle access to the Festival area will be permitted between xx and xx (time) x/x/00. All deliveries of food, refreshments, or concessions to the Vendor's stand after such time shall be made only by push cart or by hand.

9. Menu Items

The Vendor shall sell the following items at the listed retail price (including all applicable sales taxes):





TO BE COMPLETED BY FESTIVAL STAFF

Item #1 _____ Price \$ _____
Item #2 _____ Price \$ _____
Item #3 _____ Price \$ _____

10. Registration Fee

The Vendor understands and agrees that the rental cost for each (one) space at the Festival is \$300.00 plus a commission on gross sales. Commission is based on the date the contract is received. Those received on or before x/x/00 will be charged twenty (20%) of their festival sales. Vendors whose contracts are received after that date will be charged a twenty five percent (25%) commission. No contracts will be accepted without the registration fee. This registration fee will be refunded to the Vendor only in the event that "your installation" decides that, due to space limitations or some other factor not within the control of the Vendor, that the Vendor shall not be allowed to participate in the Festival.

Refusal of "your installation" to permit the Vendor to establish its location due to the late arrival of the Vendor, voluntary withdrawal by the Vendor prior to the Festival or termination of the festival due to inclement weather shall not entitle the Vendor to a refund of the registration fee.

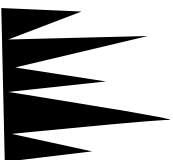
11. Pricing

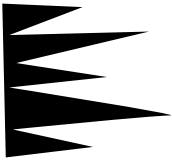
The Vendor shall establish its own prices for the items to be sold by it at the Festival; provided, however, that the price for each item be evenly divisible by fifty cents (\$.50). Redemption of each ticket is equivalent to fifty cents (\$.50). In order to keep people coming back year after year, it is important that Let's Celebrate be seen as a value. Therefore, we require that every vendor have a minimum of one food item available for \$1.50 (3 tickets).

12. Food Tickets

"your installation" shall provide and sell to the public food tickets which shall be used for the purchase of all items of food, refreshment, or concessions provided by the Vendor. The Vendor shall only accept food tickets sold by "your installation" that are not ripped, torn, hole punched or otherwise marked as payment for the items provided by it and SHALL NOT ACCEPT CASH as payment for such items. The vendor shall return all food tickets to the festival headquarters for cash redemption. NO FOOD TICKETS WILL BE REDEEMED OR ACCEPTED FOR REDEMPTION ON SITE.

Tickets must be counted and returned to the Let's Celebrate headquarters no later than three (3) days after termination of the Festival. Each ticket returned to Let's Celebrate shall have a redemption value of fifty cents and the vendor shall receive cash equal to eighty percent (80%) for contracts received by x/x/00 or seventy five percent (75%) for contracts received after x/x/00, of the redemption value of the tickets provided to Let's Celebrate for redemption; provided, however, that if the Vendor accepts anything other than food tickets sold





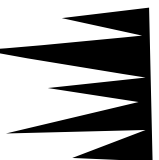
Working with Vendors

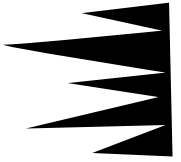
by "your installation" or accepts tickets that are ripped, torn, hole punched or otherwise marked as payment for the items provided by it during or after termination of the Festival, the Vendor may, at the discretion of the Let's Celebrate committee and "your installation" be expelled from the festival, and terminate the Vendor's right to sell food, concession, or refreshment items at the Festival.

Payment of all cash redemption under this Section 12 shall be made as soon as Let's Celebrate has verified the amount to which the Vendor is entitled, but in any event within ten (10) business days after "your installation" has the amount to which the Vendor is entitled. This payment shall be made in the form of a check from Let's Celebrate payable to the name of the Vendor's business, not the individual. If a Vendor has not returned tickets to Let's Celebrate within ten (10) days after the Festival, a cash redemption will not be made.

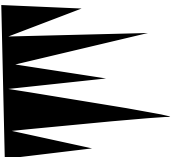
13. **Cancellation**
The Vendor understands and agrees that in the event the Vendor cancels on or before x/x/00, "your installation" will retain \$100.00 of the amount paid by the Vendor to cover costs and expenses related to attempting to find a substitute Vendor. If "your installation" does contract a substitute Vendor for the space or spaces that are the subject of the Agreement, "your installation" will refund to the Vendor the remaining \$200 paid to "your installation" by the Vendor. Otherwise, "your installation" will retain the \$300. If the Vendor cancels after x/x/00, or fails to provide the materials required in this agreement by x/x/00, the entire rental cost will be retained.
14. **Booth Size**
Booth size will be 20 feet by 20 feet. Each additional 10 feet of space is \$100.00. No sales or service shall be made from the sides or rear of the allotted space or spaces. The Vendor understands that Let's Celebrate at its sole discretion, will assign spaces to the Vendor.
15. **Tables**
"your installation" shall provide the Vendor (6) six standard size banquet tables (approximately 3 feet by 8 feet in size). A \$10.00 charge per table will be assessed if the Vendor requests more than six (6). All tables must be returned. A fee of \$50 each will be charged for each unreturned table. Plastic table coverings will be provided by the festival committee and must be used unless the vendor has obtained prior written approval from the festival committee.
16. **Electricity**
"your installation" shall provide the Vendor with: a. xx Amps or xx kW (xx,000 Watts); b. xxx Volts or xxx Volts; c. Single Phase only; but on or before the close of business on x/x/00, the Vendor shall return to "your installation" the electrical requirement form specifying the Vendor's needs.

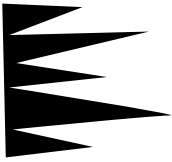
There will be no electricity, generators, trailers or other such mechanical devices allowed unless approved by the Let's Celebrate committee and "your installation" and designated in writing as part of this Agreement.





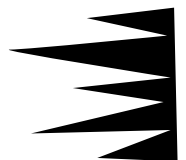
17. **Water**
"your installation" will supply water for general use from x (location).
18. **Security**
The Vendor shall be responsible for his/her own security with respect to equipment, goods or supplies. "Your installation" is not responsible for lost, stolen and/or damaged property of Vendor.
19. **Changes in Agreement**
No prior or present Agreements or representations shall be binding upon any of the parties hereto unless incorporated in the Agreement. No modification or change in the Agreement shall be valid or binding upon the parties unless in writing, executed by both parties to be bound hereto.
20. **Violations**
Violation of any of the terms of this Agreement will result in the immediate termination of this Agreement and removal of the Vendor from the Festival area with no refund available. In addition to the 20% or 25% base price, another 30% of all sales at the point of termination will be retained by the Festival. Whether or not a violation of the Agreement occurred shall be in the sole discretion of the Let's Celebrate committee and "your installation".
21. **Staffing**
The Vendor's booth must be fully staffed and open for sales by xx (time) on (day), x/x/00 and remain fully staffed and prepared to serve customers until midnight regardless of weather conditions. All staff members must wear clean, professional looking uniforms. If Vendor closes early for any reason, the Vendor may, at the sole discretion of the Let's Celebrate committee and "your installation", be precluded from participation in future "your installation" events. Vendor understands that Let's Celebrate will be held rain or shine.
22. **Condition of Booth Space**
The Vendor is responsible for leaving designated space as found. Failure to do so would result in a maximum fine of \$500. The Vendor is responsible for returning the vending site to its original physical condition by xx (time) on (day), x/x/00. Failure to do so will result in "your installation" deducting a portion or all of the fine from the Vendor's ticket sales.
23. **Vendor Training**
The Vendor agrees to attend a mandatory meeting for all 2000 Food Vendors on (day), x/x/00. The Vendor must attend one of two sessions offered. Failure to attend a training session shall result in cancellation of this agreement, whereby Let's Celebrate shall be entitled to retain the fee in paragraph 10.
24. **Signing**
This agreement shall be first signed by the Vendor and returned to Let's Celebrate with full payment on or before x/x/00. This Agreement shall become effective when signed by a representative of "your installation" and Let's Celebrate who will then provide the Vendor with a duplicate copy.

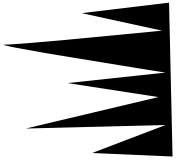




Working with Vendors

25. **Submitting the Contract**
The Vendor agrees to submit, along with this contract, its space fee of \$300, certificate of insurance, proposed menu items and a sketch description of your booth space.
26. **Indemnification**
The Vendor agrees to indemnify and hold harmless "your installation", Let's Celebrate and Let's Celebrate staff and volunteers, the City of xx, the State of xx, and the location from any liability whatsoever arising out of the actions of the Vendor, its employees, and agents, including, but not limited to, the dispensing of food, refreshments, and concessions by the Vendor at the Festival. The Vendor shall reimburse Let's Celebrate for any costs, including, but not limited to, reasonable attorney's fees, incurred in defense against any such claim.
27. **Publicity**
"your installation" shall include the vendor in the list of participating vendors in any printed programs provided the vendor has submitted the completed contract and booth fee at the designated time. "Your installation" does not guarantee that the Vendor will be mentioned in newspaper advertisements, press releases or other promotional materials.
28. **Beautification**
The vendor agrees to adhere to the following requirements and benefits for the Vendor.
 - A. The Vendor agrees that all grease will be emptied into a container provided by Let's Celebrate for removal at the end of the evening.
 - B. The Vendor shall make adequate provisions for the prevention of the spillage of grease, oil, or other materials which could stain the surface of the Circle or the businesses around the area. As a minimum, the Vendor shall place heavy duty water and grease resistant plastic on the ground under and around its stand. The Vendor may place cardboard or absorbent paper (as provided by "your installation") over plastic as additional protection against spillage, but may not use such materials in lieu of plastic. The Vendor shall also clean up spills immediately after the occurrence thereof. If grease is spilled upon the (bricks, concrete, etc.) a cleaning fee, up to but not exceeding five hundred dollars (\$500.00), may be withheld from Vendor payment.
 - C. Let's Celebrate takes responsibility for placement of trash containers for Vendors and attendees. The Vendor agrees to post signage (as may be provided by Let's Celebrate) within Vendor's booth urging the public to utilize the trash receptacles provided.





- D. The Vendor agrees to pay in full any compensatory damages resulting from the Vendor's disregard of the above stated Agreements.
 - E. The Vendor agrees to reimburse Let's Celebrate for any clean-up costs resulting from lack of proper sanitary procedures.
 - F. Vendors using grilles must use propane or electricity. Charcoal and/or wood fuel sources are prohibited.
 - G. The Vendor agrees to protect all structures surrounding its booth space. Booth space and surrounding areas including, but not limited to buildings, entryways, window fronts and sidewalks must be left clean and free of debris.
29. Cancellation
The Vendor hereby agrees that "your installation" may cancel the festival in the event of inclement weather, damage to or destruction of the Circle, riot, strike, insurrection, war, injunction or other court order, or any other event or matter beyond the control of "your installation" which in the opinion of "your installation" would make holding of the festival impossible or impractical. Vendor agrees to cease all operation, including the sale of ALL items, upon official termination of the festival.
30. Booth Description
The Vendor understands that in 2000, Let's Celebrate is making efforts to upgrade the visual appearance of its Food Vendors, and that all Vendors are expected to cooperate in this effort. The Vendor warrants that it has provided (attached to this contract) as "Addendum A" an illustration or photograph depicting the visual appearance of the booth including staff attire the Vendor will bring to Let's Celebrate, and that the Vendor will ensure that said booth will be of at least that visual quality. The Vendor acknowledges that Let's Celebrate will inspect the booth's appearance before and during the Festival, and that if, in sole discretion of the Let's Celebrate committee, the appearance does not match the standards depicted in Addendum A attached, this will be decreed a violation of the Agreement, subject to the terms stipulated in Paragraph 20.

IN WITNESS WHEREOF, the parties have executed this Agreement on the date first above mentioned.

"Your installation"
Contact name

VENDOR

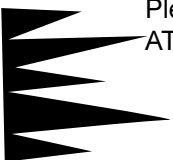
Signed: _____
(Authorized Signature)

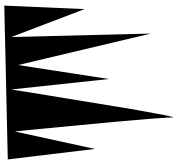
Signed: _____
(Authorized Signature)

Date: _____

Date: _____

Please return completed contract in the enclosed envelope to: Let's Celebrate,
ATTN: xx (name), Address1, Address2, City, State, Zip code





Working with Vendors



Let's Celebrate Food Vendor Evaluation Form

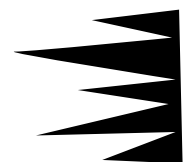
Name: _____

Business: _____

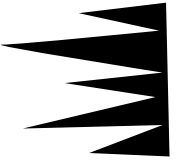
Please rank the following from 1 to 5 with 5 being highly satisfied and 1 being unsatisfied.

Overall impression of the festival	5	4	3	2	1
Your booth location	5	4	3	2	1
Layout of entire festival	5	4	3	2	1
Diversity in food vendors	5	4	3	2	1
Booth registration process	5	4	3	2	1
Set up process	5	4	3	2	1
Festival Management	5	4	3	2	1
Food Vendor Training Meeting	5	4	3	2	1
Would you like to be involved next year? (please circle one)				yes	no
Did you bring your own banner?				yes	no
Was the banner provided beneficial?				yes	no
Did you bring your own menu board?				yes	no
Was the menu board provided beneficial?				yes	no

Continued on next page



Working with Vendors



Did you participate in the “Best Of” contest?
If yes, do you feel this contest is beneficial?

yes

no

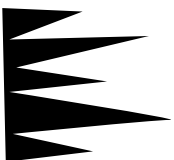
Do you benefit from the prizes?

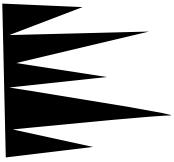
What benefits would you like to see in the future?

What did you like most about the Let’s Celebrate?

What did you like least about the Let’s Celebrate?

Your ideas and suggestions on how to improve the involvement of food vendors.





Let's Celebrate!

The Logo

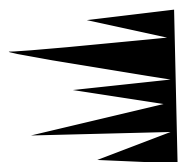
Black and White

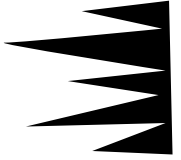


Two Color



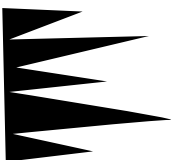
Color Breakout
PMS 280 (USAF Blue)/PMS 151 (Orange)
(Uncoated)

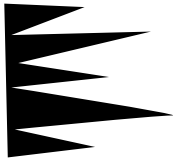




Frequently Asked Questions

This section will be developed, and sent out, after feedback from the installations. The questions will be gathered from the implementation of Let's Celebrate in the field.





Let's Celebrate!

Commander Briefing Notes

This section will be developed, and sent out, after feedback from the installations. The briefing notes will be gathered from the implementation of Let's Celebrate in the field.

